

Understanding Consumer Motives for Counterfeit Luxury Purchases and Their Impact on Authentic Brand Perceptions

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Abstract

This study focuses on understanding the motives behind consumers' purchases of counterfeit luxury goods and their subsequent impact on perceptions of authentic luxury brands. This article uses a quantitative approach. I collected a total of 102 questionnaires. Factor analysis and regression are used in this study to analyze the data. According to the two regressions, customers' perceptions of luxury product attributes significantly influence the purchase need for luxury goods. Customers' positive perceptions of counterfeit products' services hurt the purchase need for luxury goods. We can increase the promotion of luxury goods by endorsing or partnering with influential figures such as stars and influencers. It can also hold high-end brand activities, such as new product conferences, VIP exclusive activities, etc. At the same time, it is also important to improve the business ability of luxury sales staff.

Keywords

Luxury, counterfeit, FEA model, RATER model

Introduction

Overview of Luxury and Counterfeit Luxury Market

The global luxury market, which includes premium experiences and goods, saw sales of €1.5 trillion in 2023, a €160 billion rise over 2022 (Ding, 2024). The resurgence of social contact and international travel were the main drivers of the 2023 significant recovery in luxury experience consumption, which reached its greatest level ever. The core market for personal luxury products is also predicted to develop at a rate of 4% annually, reaching €362 billion in sales (Ding, 2024). China is regarded as the world's most alluring luxury market when considering the state of luxury consumption worldwide. It is likely that by 2023, Chinese mainland consumers will account for 22%-24% of the total luxury consumption in the world. The domestic luxury goods sector is seeing a boom in demand as a result of the consumer market's ongoing recovery following COVID-19. China is expected to surpass all other luxury goods markets in the globe by 2025, according to Bain Capital (Ding, 2024).

Since the very beginning of the concept of luxury goods, the duplication and imitation of luxury goods have appeared. It can be said that as long as luxury goods exist, high imitation luxury goods (hereinafter referred to as "counterfeits") have lasted almost as long (Cao, 2014). In

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addition, some people are cheated because of vanity, so more people buy counterfeits while knowing it, the so-called original single, foundry production, and other words fill the network. According to industry sources, the cost of counterfeits is extremely low, and even if the price of selling genuine goods is one-tenth, there is an astounding windfall profit (Li, 2016). The reason leading to the existence of counterfeits is the price factor, because of the price of luxury goods, which most of us can not reach, while high imitation products may be bought at less than half the price that looks similar. At the same time, online purchasing channels make purchasing luxury goods more convenient for customers, and social media purchase channels give certain privacy to the purchase behavior, which further promotes the sale of high imitation (Cao, 2014). A survey by the Fortune Quality Institute found that counterfeits are six times more visible in the market than genuine goods, and many of the ubiquitous luxury brands are counterfeits (Li, 2016).

By 2025, millennials and Generation Z will make up 45% of the worldwide market for personal luxury goods. They will also be the main drivers of market expansion, particularly in China (Drizzie, 2019). As the main consumers of luxury goods, young Chinese consumers have a leading level of intellectual property awareness in the world, but they also have a high frequency of buying counterfeits (Drizzie, 2019). According to the International Trademark Association (INTA), 71% of young people in the United States have purchased counterfeits, while 84% of young people in China have purchased counterfeits. Sixty-one percent of young Chinese believe counterfeits are more accessible than genuine ones, which is linked to the phenomenon of counterfeits by domestic e-commerce giants such as Alibaba. A new generation of young people is reflected in their consumption decisions of a certain savvy, pragmatic attitude, which is supported by a decent image and cost-effectiveness between the difficult balance (Drizzie, 2019). Young consumers with certain economic strengths have started to "buy real and fake" in increasing numbers.

Research significance

This study holds both practical and theoretical significance. Practically, this paper aims to investigate how to mitigate the negative impacts caused by counterfeit consumption. Asking directly why people and how people purchase counterfeit products is very difficult because few people would want to talk about it. So, this study explores how the existence and perceptions of both luxury and counterfeit products influence their purchase needs of luxury items. It provides specific suggestions to marketers and managers or related stakeholders in the luxury industry to solve the issues caused by counterfeiting. Theoretically, there is a research gap in how the existence of counterfeit consumption influences the brand perceptions of luxury brands (Christensen, et al., 2010; Nia & Zaichkowsky, 2000). Although a few studies have examined the issue in Western countries, such as Swiss and Canada (Christensen, et al., 2010; Nia & Zaichkowsky, 2000). However, it needs further exploration in Asian cultures. In addition, this study extends the comparison of product attributes of luxury and counterfeit products by further exploring customer service quality.

Literature Review

Luxury items and consumption motivations

Many scholars have tried to define luxury items. Although there is no universally accepted definition of luxury (Ko, et al., 2019; Alessandro & Cecilia, 2013), the existing description of luxury items is either related to their rare and valuable attributes or the exclusive way of life and privilege of a certain class (Alessandro & Cecilia, 2013). There are some basic characteristics of luxury items: luxury items can help owners maintain a premium image; luxury items can lead to the creation of abstract brand associations; luxury products are expensive, yet they are of excellent quality. In addition, its packaging, symbol, and logo serve as the main drivers of brand equity. People, occasions, nations, and other entities are linked to secondary associations. Luxury goods have a well-managed brand structure and a premium price strategy. The law protects their trademarks (Ko, et al., 2019). Luxury has more concise definitions: characteristics such as quality, high cost,

exclusivity and scarcity, artistic quality, culture, ancestral and historical significance, excess, and intangible brand connections (Ko, et al., 2019).

The driving factors of purchasing luxury items were investigated in many studies. Purchasing luxury goods satisfies the requirements and incentives of consumers, such as depicting the aspirations of a particular social class, conveying an ideal self-image, and providing self-concept reinforcement. This data unequivocally demonstrates that people can afford luxury goods. According to (Sonny, et al., 2014), this is the most evident explanation for why buyers are prepared to shell out high sums of money for luxury products. These two broad categories of motivation are defined more precisely in terms of the constituent elements: intrinsic goals are focused on self-acceptance, belonging, feeling connected to a community, and well-being, whereas extrinsic goals are defined by an emphasis on money, fame, and an attractive appearance (Shao, et al., 2019).

Specific studies were conducted in emerging countries, including China. In Chinese culture, the face holds greater significance and depth. Face is described as the positive social value an individual gains based on the role others perceive them to be playing in a given interaction (Wang, et al., 2011). The primary reason why many Chinese consumers buy luxury products is to maintain and improve their "face." Chinese customers were far more likely than American consumers to equate product brand and price with face.

Purchasing luxury goods as gifts has been recognized as yet another significant motivator for Chinese consumers. Consuming high-priced gifts indicates social hierarchy while balancing group versus personal needs within their social group. Keeping one's "face," which is connected to one's social standing and reputation, is a major source of drive in Chinese culture. Purchasing luxury products is frequently done to preserve respect and raise one's social status (Wu, 2021).

Alongside the concept of "face-saving," the culture of "guanxi" drives consumers to pursue luxury items and invest in high-end brands, even when it stretches their budgets. Many Chinese consumers hold the belief that a pricier gift translates to greater acknowledgment, enhances their social standing, and fosters stronger relationships. Guanxi, which refers to personal connections, is a fundamental aspect of everyday life in China. The importance of nurturing harmonious relationships is deeply ingrained in Chinese culture, and as a result, the practice of giving gifts or favors plays a crucial role in both preserving and growing these connections (Wu, 2021).

The greater the tendency to purchase luxury items for the sake of personal fulfillment, the stronger the likelihood of being part of the elite circle. Similarly, indulging in luxury for social comparison further solidifies one's membership in this exclusive group.

Counterfeit items and consumption motivations

To exploit the reputation and value of a specific brand and product, counterfeit items exist as the replicas or near-replicas of a product with a specific trademark. Many scholars have tried to define counterfeit products. Counterfeiting can be defined as a phenomenon in which products with patents, copyrights, and trademarks are copied without permission. Because counterfeiting is copying someone else's goods without authorization, it is not protected by law.

In cases of deceptive counterfeiting, the consumer may be deemed a victim of counterfeiting even when they are operating in good faith and are unaware that the product they have acquired is a replica (Cademan et al., 2012). Customers of non-deceptive counterfeit goods will have certain expectations regarding the quality and functionality of the goods they purchase, as well as certain safeguards against other risks that may arise from the purchase of counterfeit goods. Even if the counterfeit products purchased ultimately do not meet the expectations of consumers and consumers suffer a certain degree of loss, consumers may not have too many negative emotions (Wu, 2021).

Motivations to purchase counterfeit luxury items have been investigated by many scholars. The first reason is the low price. Since there is virtually no investment in design research and development and marketing, and the selection of production materials for counterfeit luxury goods is undoubtedly less stringent than for genuine goods, the cost of counterfeit luxury goods is significantly lower than that of real luxury goods (Wu, 2021).

The second reason is when a person's social circle is purchasing and using luxury goods, that person's consumption attitude will also be influenced. Consumers who want to fit in with their social circle but lack the financial means to do so may decide to purchase luxury counterfeit items to feel better psychologically (Wu, 2021).

The third reason is advertisements for highly fake products appear in WeChat moments. Although this has caused some people's disgust and even suffered from blocking or canceling attention, these advertisements have accurately cut into the hidden needs of many people. At the same time, WeChat's Moments (a place where users post pictures, text, and videos) is more private. The user from contact, selection, and purchase are through WeChat one-to-one communication with the high imitation luxury goods seller, the whole purchase process will give the buyer an easy-to-produce sense of security, which is also very suitable for the high imitation luxury goods (Cao, 2014).

The fourth reason is that the similarity between genuine goods and counterfeits is increasing. Similarity is divided into two aspects: internal similarity and external similarity. The former refers to the inherent properties of counterfeits and genuine goods being consistent, the function of the genuine goods and counterfeits can also provide similar functions. The latter refers to the appearance of a design that resembles authentic luxury goods. Whether it is genuine luxury goods or counterfeit luxury goods, conspicuous function is their main function (Wu, 2021).

Previous studies have investigated the determinants of counterfeit product consumption.

For example, consumers of different ages also differ in their willingness to buy counterfeit and counterfeit luxury goods. Comparatively speaking, older consumers are more influenced by moral consciousness and have lower purchase intention for counterfeit goods and counterfeit luxury goods, while younger consumers are less influenced by moral consciousness and have higher purchase intention for counterfeit goods and counterfeit luxury goods. Most of the existing studies show that consumers' risk perception hurts the purchase intention of counterfeit luxury goods. The higher the risk perception of consumers, the lower the willingness to buy counterfeit luxury goods. It also proposed that consumers' perception of risk is a key factor affecting the purchase intention of counterfeit luxury goods.

Theoretical foundations

Product attributes and FEA (Functional, Expressive, and Aesthetic) model

In essence, a product is a conglomeration of various characteristics. Although they are not physical characteristics, extrinsic attributes are related to the product. Brand name, price, place of origin, retailer, packaging, and production details are a few examples. Style, fiber content, color, flavor, form, and appearance are examples of physical characteristics that are linked to a product's intrinsic qualities (Espejel, et al., 2007; Bakhshian & Lee, 2022). One of the most widely used models for examining customer needs in the clothing and fashion industries is the FEA (Functional, Expressive, and Aesthetic) model (Stokes & Black, 2012). To determine the needs and desires of consumers, the FEA Model evaluates functional, expressive, and aesthetic factors (Stokes & Black, 2012).

When it comes to fashion items. Intrinsic attributes include functional attributes, expressive attributes, and aesthetic attributes (Bakhshian & Lee, 2022). Based on the functional-expressive-aesthetic (FEA) consumer needs model, several studies examined the significance of wearables' FEA attributes in the design and product development process. There are three kinds of attributes in the intrinsic attributes. First is the functional attributes. One of the design components that can affect

consumers' approval of employing technology is functionality, which relates to the utilitarian qualities of clothing. Clothing's practicality and comfort for the body are referred to as its functionality (Stokes & Black, 2012; Bakhshian & Lee, 2022). Second is the expressive attributes. Compatible with psychological and sociocultural characteristics of clothing, expressiveness—also known as compatibility—is described as the "communicative, symbolic aspects" of clothing. Third is the aesthetic attributes. Aesthetic features can be crucial determinants for consumers to acquire and use wearables. Since clothing is a necessary means of visual communication, its aesthetic qualities can significantly influence how someone feels about it (Stokes & Black, 2012; Bakhshian & Lee, 2022).

Extrinsic of luxury items includes brand name and price (Stokes & Black, 2012; Bakhshian & Lee, 2022). A brand name is the fundamental core indicator of a brand that can constitute the essence of the brand concept is its name (Bakhshian & Lee, 2022). Past research has shown that brand name origin associations play a potentially powerful role in the formation of brand attitudes, and brand name cues not only evoke beliefs about the brand itself but also evoke memories of the country of origin associated with it. The brand name itself suggests that there is a compelling "story" connected to that brand (Krupka, 2010).

A study of consumers from 7 different countries and luxury goods in 21 different product categories investigated consumers' minimum price expectations for luxury goods. Extreme variation in the authors' findings points to the relative nature of expensiveness and luxury in the global economy. Since prices appropriate for a premium brand seem to be mostly consumer and product-category-specific, the authors' conclusions also imply that managers of luxury brands should be aware of their target market when setting prices (Ko et al., 2019).

Service quality and Rater model

RATER is a tool that may be used to develop, quantify, and produce practical quality-

assessment instruments for financial services (Chen & Cheng, 2022). The rater model refers to the degree of matching between the service object's expectation and the service object's experience, which can be measured by reliability, assurance, tangibles, empathy, and responsiveness indexes. It is one of the most authoritative customer service research institutions, the American Tribune Company through decades of in-depth research found an effective way to measure customer service quality. When it comes luxury industry. Reliability can refer to the luxury industry's perceived service quality and customer satisfaction is positively impacted by this attribute. To ensure client satisfaction, the luxury brand business needs to offer, for example, secure online transactions and error-free service. Assurance can refer to the consumer's hope that the luxury brands' offline stores to be secure and the missionaries can be inspiring. In the same-day service, personal attention, individual services, and self-identified service hours of luxury offline stores are very important. Tangibility can refer to the modern appearance of luxury stores that are equipped and visually attractive (Malik, 2018).

Methodology

A quantitative approach is used in this study instead of a qualitative study. The qualitative approach may more readily depict complex circumstances and is less regimented. The qualitative approach is better suited for explaining complex circumstances since it fosters a deeper knowledge, making it more fit for a single issue. However, it is not a good tool for drawing broad generalizations (Cademan et al., 2012). The objective of the quantitative approach is to convey data so that broad inferences can be made by expressing the empirical material in terms of numbers and statistics. This kind of approach is regulated, systematic, and formalized to examine a high number of respondents while examining a small number of variables.

A survey is an examination of a group of people's thoughts or experiences using a set of questions. Depending on the goal of the survey, the

questions are usually pre-planned and primarily designed to elicit specific information about a given set of people's preferences, opinions, behaviors, or factual facts. I choose to use the online survey for the following reasons: Firstly, it can reduce the social desirability of responses. Secondly, it can have shorter and more pleasurable responses. Thirdly, there is no data entry. Fourthly, it has the use of intricate branching and question prompting (Nayak & Narayan, 2019).

Discussion

Perceptions of Luxury items

Factor analysis of luxury items attributes and services

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	
Bartlett's Test of Sphericity	Approx. Chi-Square
	df
	Sig.

Communalities

	Initial	Extraction
Fun_L	1.000	.740
Image_L	1.000	.682
Investment_L	1.000	.626
Design_L	1.000	.674
Identity_L	1.000	.640
Prestige_L	1.000	.691
Status_L	1.000	.618
Exclusive_L	1.000	.647
Lookgood_L	1.000	.606
Worth_L	1.000	.605
Polite_L	1.000	.756
Concern_L	1.000	.744
Understand_L	1.000	.680
Timely_L	1.000	.678
Willing_L	1.000	.646
Communication_L	1.000	.675
Knowledge_L	1.000	.691
Easycontact_L	1.000	.477

Extraction Method: Principal Component

Analysis.

Rotated Component Matrix

	Component
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	1	2
Fun_L	.808	
Image_L	.777	
Investment_L	.767	
Design_L	.760	
Identity_L	.725	
Prestige_L	.718	
Status_L	.646	
Exclusive_L	.644	.482
Lookgood_L	.622	.468
Worth_L	.591	.506
Polite_L		.824
Concern_L		.804
Understand_L		.785
Timely_L		.766
Willing_L		.699
Communication_L	.521	.635
Knowledge_L	.585	.590
Easycontact_L	.469	.506

Extraction Method: Principal Component

Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

a. Rotation converged in 3 iterations.

According to the factor analysis results, KMO is 0.942, which is above 0.6. In addition, the p-value (sig) is less than 0.05. They indicate the factor analysis is appropriate. According to the table of the Rotated Component Matrix, the remaining questions can grouped into two groups:

(1) Group 1: Product attributes

Fun_L: Think luxury goods can bring people happiness

Image_L: It is believed that luxury goods can enhance one's image

Investment_L: Think luxury can be used as an investment

Design_L: It is believed that luxury goods have high design value

Identity_L: Think luxury is part of the identity

Prestige_L: Think that luxury goods can make people respected

Status_L: Luxury goods are considered status symbols

Exclusive_L: Think luxury is very unique

Lookgood_L: Think luxury looks good
Worth_L: Think luxury goods are worth spending money on

(2) Group 2:Service:

Polite_L: Luxury sales staff of luxury goods are very polite

Concern_L: Luxury sales staff show concern for their customers

Understand_L: Luxury sales staff understand their customers

Timely_L: Luxury sales staff can provide timely service to consumers

Willing_L: Luxury sales staff are willing to help consumers

Communication_L: Luxury sales staff have good communication skills

Knowledge_L: Luxury sales staff have a wealth of product knowledge

Easycontact_L: I have easy access to luxury sales staff to get in touch with

Regression one

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.701 ^a	.492	.481	.90021	1.730

a. Predictors: (Constant), Luxury service, Luxuryttributes

b. Dependent Variable: Purchseneedsofluxury

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	77.626	2	38.813	47.896	.000 ^b
Residual	80.227	99	.810		
Total	157.853	101			

a. Dependent Variable: Purchseneedsofluxury

b. Predictors: (Constant), Luxury service, Luxuryttributes

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	-.232	.375		-.618	.538		
Luxuryttributes	.740	.172	.542	4.313	.000	.326	3.072
Luxury service	.266	.181	.185	1.471	.144	.326	3.072

a. Dependent Variable: Purchseneedsofluxury

According to the ANOVA table, the p-value is less than 0.05, indicating the regression is meaningful. The adjusted R square is 0.481, meaning that 48.1% of the dependent variable can be explained by the independent variables. According to the Coefficients table, the p-value of luxury service is higher than 0.05, which means it does not have significant influences on purchase needs. The p-value of luxury attributes is above 0.05, indicating it does not have any significant influence on purchase needs. The beta of it is .542, which means the influence is positive.

Perceptions of counterfeit items

Factor analysis of counterfeit items attributes and services

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.934
Bartlett's Test of Sphericity	Approx. Chi-Square	1700.778
	df	210
	Sig.	.000

Communalities

	Initial	Extraction
Willing_C	1.000	.713
Timely_C	1.000	.703

Communication_C	1.000	.667
Polite_C	1.000	.713
Understand_C	1.000	.675
Concern_C	1.000	.647
Accurateservice_C	1.000	.654
Easyaccess_C	1.000	.566
Promotion_C	1.000	.594
Knowledge_C	1.000	.516
Easycontact_C	1.000	.628
Prestige_C	1.000	.704
Exclusive_C	1.000	.730
Investment_C	1.000	.728
Image_C	1.000	.712
Design_C	1.000	.688
Status_C	1.000	.641
Identity_C	1.000	.665
Fun_C	1.000	.713
Worth_C	1.000	.637
Lookgood_C	1.000	.661

Extraction Method: Principal Component

Analysis.

Rotated Component Matrix

	Component	
	1	2
Willing_C	.823	
Timely_C	.815	
Communication_C	.811	
Polite_C	.785	
Understand_C	.778	
Concern_C	.764	
Accurateservice_C	.671	.452
Easyaccess_C	.669	
Promotion_C	.648	
Knowledge_C	.619	
Easycontact_C	.594	.524
Investment_C		.832
Exclusive_C		.830
Prestige_C		.829
Image_C		.816
Design_C		.773
Status_C		.734
Identity_C		.725

Fun_C		.716
Worth_C		.673
Lookgood_C	.530	.617

Extraction Method: Principal Component

Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

a. Rotation converged in 3 iterations.

According to the factor analysis results, KMO is 0.934, which is above 0.6. In addition, the p-value (sig) is less than 0.05. They indicate the factor analysis is appropriate. According to the table of the Rotated Component Matrix, the remaining questions can grouped into two groups:

(1) Service:

Willing_C: Counterfeit sales staff are willing to help consumers

Timely_C: Counterfeit sales staff can provide timely service to consumers

Communication_C: Counterfeit sales staff have good communication skills

Polite_C: Counterfeit sales staff of counterfeits are very polite

Understand_C: L: Counterfeit sales staff understand their customers

Concern_C: Counterfeit sales staff show concern for their customers

Accurateservice_C: Counterfeit sales staff can accurately provide customer service

Easyaccess_C: I have easy access to a platform to buy counterfeits

Promotion_C: I often see counterfeits advertised

Knowledge_C: Counterfeit sales staff have a wealth of product knowledge

Easycontact_C: I have easy access to counterfeit sales staff to get in touch with

(2) Product attributes:

Investment_C: Think counterfeit can be used as an investment

Exclusive_C: Think counterfeit is very unique

Prestige_C: Think that counterfeit can make people respected

Image_C: It is believed that counterfeit can enhance one's image

Design_C: It is believed that counterfeit have high design value

Status_C: Counterfeit is considered a status symbol

Identity_C: Think counterfeit is part of the identity

Fun_C: Think counterfeit can bring people happiness

Worth_C: Think counterfeits are worth spending money on

Lookgood_C: Think counterfeit looks good

Regression two

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.576 ^a	.332	.318	1.03227	1.776

a. Predictors: (Constant), Counterfeitattributes, Counterfeitservice

b. Dependent Variable: Purchsneedsofluxury

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	52.361	2	26.181	24.570	.000 ^b
Residual	105.492	99	1.066		
Total	157.853	101			

a. Dependent Variable: Purchsneedsofluxury

b. Predictors: (Constant), Counterfeitattributes, Counterfeitservice

Coefficients

Model	Unstand ardzied Coefficie nts		Standa rdized Coeffici ents		t	Sig.	Collinearit y Statistics	
	B	Std. Erro r	Beta				Toler ance	VI F
1 (Constant)	5.433	.328			16.572	.000		

Counterfeit service	-719	.161	-.520	4.470	.000	.498	.000
Counterfeit attributes	-101	.157	-.075	-645	.200	.498	.000

a. Dependent Variable: Purchsneedsofluxury

According to the ANOVA table, the p-value is less than 0.05, indicating the regression is meaningful. The adjusted R square is 0.318, meaning that 31.8% of the dependent variable can be explained by the independent variables. According to the Coefficients table, the p-value of counterfeit service is less than 0.05, which means it has significant influences on purchase needs. The beta of it is -.520, which means the influence is negative. The p-value of counterfeit attributes is above 0.05, indicating it does not have any significant influence on purchase needs.

Conclusion

According to the regression1 of the perceptions of luxury goods. Luxury attributes have significant influences on the purchase need of luxury goods, which means luxury attributes are very important to the purchase behavior of luxury goods. According to the regression2 of the perceptions of counterfeits. Counterfeit services hurt the purchase need for luxury goods, which means the more satisfied you are with counterfeit services, the lower your desire for luxury goods.

Luxury product attributes and counterfeit product services are both important factors in the purchase of luxury goods. In luxury attributes, consumers believe that luxury products can bring happiness to people, enhance one's image, serve as an investment, have high design value, are part of one's identity, can make people respected, and are symbols of status. Think luxury is unique, think luxury is worth spending money on. These factors may make people more willing to buy luxury goods. In terms of counterfeit product

services, counterfeit sales staff are willing to help consumers; counterfeit sales staff can provide timely services to consumers, counterfeit sales staff have good communication skills, counterfeit sales staff are very polite, counterfeit sales staff can understand their consumers, counterfeit sales staff show concern for their consumers, counterfeit sales staff can accurately provide customer service, consumers have easy access to a platform to buy counterfeits, the counterfeit has a good advertisement, the counterfeit sales staff have a wealth of product knowledge, consumers have easy access to counterfeit sales to get in touch with. These factors may decrease the purchase of luxury goods.

Marketing and operational suggestions can be given to luxury products and services. First of all, we can increase the publicity of luxury goods by using influential figures such as stars and Internet celebrities to endorse or cooperate with them. These people have a large following on social media and other platforms, and their recommendations can give brands and products a lot of exposure. For example, inviting celebrities to participate in brand events and post photos on social platforms or asking Internet celebrities to share product trials. Hold high-end brand events, such as new product launches, VIP exclusive events, etc. These activities can invite the media, important customers, celebrities, etc., to participate in creating hot news. At the same time, the venue layout, link design, and other details of the event should highlight the luxury concept of the brand. Create beautiful advertising. Including print advertising in fashion magazines, whose audiences are closely aligned with luxury's target customers. It can also produce high-quality TV advertisements and outdoor advertisements. Advertising content should focus on showing the brand's history, craftsmanship, unique design, and other high-

end values. Use social media. Publish high-quality product pictures and videos on the official brand account to tell the brand story. Online interactive activities, such as sweepstakes and Q&A, can be conducted to encourage user-generated content, such as users sharing photos of themselves using products with brand tags.

Then we can improve the business ability of luxury sales personnel, which can be started from the following four aspects. The first is product knowledge training. Deep knowledge of product details is essential. This includes brand history, culture, and values, allowing salespeople to convey the essence of the brand when introducing the product. Then it is to get familiar with the design concept, material, and production process of the product, such as the process of using specially tanned leather for some high-end leather goods, and the design inspiration source of each new season. The second is sales skills training. Improve your communication skills. Learn to listen to customer needs and communicate with customers in the right language and tone, such as asking customer preferences in a gentle, professional tone and avoiding overly eager sales pitches. Master the art of sales. Prepare effective sales pitches for different product characteristics and customer types, such as emphasizing craftsmanship for customers who pursue quality and design for customers who focus on appearance. The third is to improve customer service. Provide personalized service. Remember customer preferences, purchase history, etc., like reserving limited edition products in advance for regular customers. Perfect after-sales service. Efficiently deal with customers' after-sales problems, such as return and replacement, and product maintenance consultation, so that customers have no worries. The fourth is to shape the image temperament requires the sales staff to have an external image in line with the brand image.

Dress delicately and appropriately to reflect the style and grade of the brand.

It is also important to communicate with multiple people about the distribution channels of luxury goods. For example, you can directly access the official website of the brand. Almost all luxury brands will display their product collections on the official website and introduce official sales channels, such as the address of the brand store, and the link to the official flagship store online. You can also consult the brand's customer service. By calling the official customer service phone of the brand or using the online customer service function on the official website, ask them about the specific ways of product sales, including the location of the offline store, the information of the authorized dealer, and the online platform. You can also observe offline physical stores. Look for brand stores in commercial centers, high-end shopping streets, and other places, and pay attention to the information displayed in the store, which may have the introduction of other sales channels of the brand, such as information about other local branches of the brand or online shopping guidance. Refer to fashion magazines. Many fashion magazines will publish luxury advertisements, which may contain information about the sales channels of the products, such as the location of the offline counters and the website of the online purchase. Take advantage of social media. The official social media account of the brand will release content related to the purchase channels of the product, including where the new product can be bought and some limited edition buying channels. At the same time, pay attention to some bloggers in the luxury industry, they will also share the purchase channels and purchase experience of luxury goods.

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