

# **Why customers do not buy counterfeit luxury brands? Understanding the effects of personality, perceived quality and attitude on unwillingness to purchase**

## **Abstract**

This study aims to examine the underlying reason why consumers do not have the willingness to purchase counterfeit luxury brand by focusing on the effects of personality, perceived quality and attitude towards the behavior of not purchasing counterfeit luxury brands. Personality factor is conceptualized to have six dimensions namely value consciousness, novelty seeking, integrity, personal gratification, status consumption and materialism. A survey on 115 non-purchaser of counterfeit was conducted amongst adults in Kota Kinabalu, Sabah, Malaysia. Results revealed that attitude towards counterfeit luxury brands played an important role as it has a positive relationship with intention not to purchase counterfeit luxury brands and value conscious, novelty seeking and integrity. Attitude towards counterfeit luxury brands also has a fully mediation effect on the relationship between novelty seeking and intention not to purchase counterfeit luxury brands. However, novelty seeking consumers do not influence the intention to purchase counterfeit luxury branded product as they have a negative attitude towards the behavior of purchasing the counterfeit brands.