FACTORS INFLUENCING CONSUMERS' ATTITUDES TOWARDS COUNTERFEIT LUXURY FASHION BRANDS: EVIDENCE FROM VIETNAM

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ABSTRACT

This paper investigates the consumers' attitudes with two attributes, social factor and personal factor that relate to counterfeit luxury fashion brands. The results show how these factors influence the buying intention and drive to buying decisions. A survey was conducted on 249 consumers in Ho Chi Minh City, Vietnam, which is seen as a dynamic and great market, and an emerging market in Asia. This place also contains many sensitive issues relating to counterfeit luxury fashion brands. The research results show that brand image, social influence and previous experiences have a positive impact on consumers' attitudes towards the counterfeit fashion products. Personal satisfaction has a negative impact on counterfeit luxury fashion brands. Moreover, the study illustrates consumers attitudes have a strong and positive relationship with buying intentions of counterfeit product of luxury fashion brands.

Keywords: *Counterfeit products, luxury fashion brand, consumer attitudes, Ho Chi Minh City*

INTRODUCTION

Vietnam has deeply integrated into the world economy. It is completing the negotiation and signing new free trade agreements - FTA, such as the Trans-Pacific Partnership Agreement (TPP); Vietnam – European Union FTA; Vietnam - Eurasian Economic Alliances FTA, etc. These create the resonance in order to promote the economy, as well as all business communities entering a new phase. This is seen as an excellent opportunity for Vietnamese, as well as foreign investors, who have progressed their operations in the Vietnam market. However, it also has many difficulties and challenges that require more fierce and tough competition. In recent years, there have been many cases regarding violations of intellectual property laws associated with Vietnam. That is, Vietnam is listed among countries with the highest levels of violations. Thus, the Vietnam government, as well as the local corporate community, have been facing lawsuits about intellectual property infringements, not only from consumers but also from international organizations.

Counterfeit products have had a damaging impact in the Vietnam market. Particularly, Ho Chi Minh City as a dynamic and open market in Vietnam. This place is also the center of purchasing and consuming international counterfeit luxury fashion brands in Vietnam. The most popular luxury fashion brands are copied such as Louis Vuitton, Chanel, Gucci, Hermes, etc. Therefore, this study is conducted with the purpose of; (i) exploring factors influencing consumers' attitudes towards counterfeit luxury fashion brands, the case from Vietnam context; (ii) developing an analytical framework, a research model as well as research scales measurement in Vietnam

context; (iii) measuring the impact of counterfeit products perception towards luxury fashion brand by consumers in Ho Chi Minh City, Vietnam.

THEORETICAL BACKGROUND AND HYPOTHESES

Studies on counterfeit products

Many scholars have discovered a number of factors that explain the need to consume counterfeit products. These include the value of money, social status benefits from the brand, fascination with novelty, price, physical characteristics of product, and psychological characteristics (Wee et al, 1995; Cordell et al, 1996), social influences, personal characteristics (such as materialism, perception of future social status, self-esteem perception) (Ang et al, 2001). Penz & Stottinger (2005) study the similarities and differences between genuine and counterfeit products. The study of Nguyen & Tran (2013), in Vietnam context, combines two models of Phau & Teah (2009) and Riquelme et al. (2012). The conceptual framework in this study expresses eight main elements such as brand image, personal appearance, value perception, social influence, personal satisfaction, purchasing experience, attitudes towards counterfeit fashion products, and buying intention to counterfeit fashion products.

The framework of Huang et al. (2004) express the relationship among concepts such as *the price perception, the quality and price references,* and *the perception of risks towards attitudes*. In particularly, *the attitude* towards the counterfeit consuming behavior is emphasized in this study. Further, the model of Nordin (2009) is extended from the model of Huang et al. (2004), De Matos et al. (2007), Phau & Teah (2009). In particularly, the model of Huang et al. (2004) has three components. The model of De Matos et al. (2007) has six elements. The model of Phau & Teah (2009) has eight elements. This study also follows the model of Nordin (2009) that is combined from these three models. Therefore, there are nine factors including (1) *price awareness* (from Huang et al., 2004); (2) *sensitive ability to information*; (3) *sensitive ability to standards*; (4) *value awareness*; (5) *novelty seeking*; (6) *in-classed consumption* (from De Matos et al., 2007); (7) *risk perception* (from Phau & Teah, 2009); (8) *integrity*; and, (9) *personal satisfaction* (from De Matos et al., 2007; Phau & Teah, 2009).

This study aims to explore consumer perceptions whether they are clear to the concept of luxury brands compared with the counterfeit ones. Especially, the study was conducted in Ho Chi Minh City, Vietnam, where it is seen as a dynamic market and one of a center of consumption of counterfeit luxury fashion brands. Normally, popular factors (such as quality, price) are used to judge between concepts such as luxury and counterfeit products.

Hypotheses and research model

This study follows mainly the framework of Nordin (2009). However, the study also inherites the framework of Huang et al. (2004), De Matos et al. (2007), Phau & Teah (2009). These studies have fully exploited *personal factors* and *social factors* in terms of consumers' attitudes towards counterfeit luxury fashion brands. Previous studies, such as Ang et al. (2001), Penz & Stottinger (2005), found no evidence in relationship between *personal satisfaction* and *attitudes*

towards counterfeit luxury fashion brands. Therefore, in this study, these two factors are excluded in the research model.

Attitudes towards counterfeit products

"Attitude" is a tendency to learn and behave in a convenient way, or not, towards certain people or items in a specific situation. Attitude is highly correlated with personal intentions that are reasonable predictions in his or her behaviors (Ajzen & Fishbein, 1975). This means, if a person has favorable attitudes towards counterfeit products, he or she will strongly consider buying counterfeit products. In contrast, if the attitude towards counterfeit products is unfavorable, it is likely that one will not consider buying counterfeit products (Huang et al., 2004). Normally, counterfeit products are usually cheaper than the genuine ones. This can be understood that it is not a significant difference in quality perception. Consumers are willing to pay for the visual attributes and basic functions of the product without paying for imagined quality (Cordell et al., 1996). Further, functional benefits are also important when buying counterfeit products. However, it is also desirable to possess the prestige and symbolic status that is similiar with the registered trademarks (Cordell et al., 1996).

The sensitive ability to information and the sensitive ability to standards

The concept *social influence* in purchasing refers to the effects of other people on an individual consuming behavior. There are two common forms of consumer sensitivity to social influence: *sensitive ability to information* and *sensitivitive ability to standards* (Wang et al., 2012). *The sensitive ability to information* relates to buying decisions that are based on expert opinions, or close people (Ang et al., 2001; Wang et al., 2012). This means, the assurance of others' opinions plays an important role as special references. This happens when the consumer has limited information or knowledge about the product or its brand that he or she intends to buy. The consumer may be sensitive to information when opinions from experts or other people strongly influence his or her choice (such as one person is unfarmiliar with or unaware of the product). *The sensitive ability to standards* happens when the consumer is more interested in how to create a positive impression to others. Therefore, the study proposes hypothesis:

> *H1: The sensitive ability to information has a negative impact on consumers' attitudes towards counterfeit products.*
> *H2: The sensitive ability to standards has a negative impact on consumers' attitudes towards counterfeit products.*

Price awareness

In marketing, price plays an important role in influencing consumer attitudess and has been extensively studied. When consumers are aware of the price factor, they are interested in how to pay a lower price, but with acceptable standards of product/service quality (Ang et al., 2001).

Normally, people usually use price ranges for setting upper and lower limits to price expectations. Reference price is seen as an important factor that influences purchasing behavior of consumer (Huang et al., 2004). Thus, the study suggests:

H3: The price awareness has a positive impact on consumers' attitudes towards counterfeit products.

Value awareness

Bloch et al. (1993) defines *value awareness* as consumers' assessments about the utility of a product/service based on what they have received or given. With most counterfeit products, consumers usually pursue the brand value, the brand prestige and the visual benefits. However, they are also unwilling to pay a high price for counterfeit products. Therefore, in terms of lower value but good product quality, counterfeit products are considered to be worth of the money (Bloch et al., 1993; Ang et al., 2001; Wang et al., 2012). Counterfeit products are perceived as providing the same functional benefits as genuine products, but their prices are normally a fraction of genuine products' price. Consumers are aware of their value when purchasing. They pay attention to purchasing at a low price but accept some quality product problems. In this study, it is proposed;

H4: The value awareness has a positive impact on consumers' attitudes towards counterfeit products.

Risk perception

Mitchell (1999) argues that risk perception is critical thinking about defining losses with two implications: uncertainties and bad consequences. Risk perception is one of the main explanatory variables for analyzing consumer behavior. It is very important in making a purchasing decision. It is suggested that consumers usually reduce the uncertainty and lack of comfort in their purchasing decisions. Mitchell (1999) points out that consumers tend to consider risk perception rather than maximize benefits perception when making purchasing decisions. Risk perception includes: *Functional, Financial, Social, Physical, Psychological, Time risk* (Mitchell, 1999). For those, there is:

H5: The risk perception has a positive impact on consumers' attitudes towards counterfeit products.

Novelty seeking

Wang et al. (2005) define seeking for novelty as the curiosity of individuals when they try to seek diversity and differentiation in purchasing. A consumer who is trying to explore any new products may have a positive attitude toward counterfeit products. However, consumers with

novelty seeking prefer to buy low risk products. Therefore, purchasing counterfeit products with low cost is appropriate to meet the curiosity as well as the necessity for counterfeit consumers' testimonials (Wee et al., 1995). Thus, this study aims to exploring this concept meaning by:

H6: The novelty seeking has a positive impact on consumers' attitudes towards counterfeit products.

In-classed consumption

The in-classed consumers are always aware of expressing their achievements or success (Phau & Teah, 2009). These consumers will buy, and even accept to pay more for, premium products or services. Colleagues, close-friends or family members should know these things. Therefore, when buying counterfeit products, the in-classed consumers usually feel their image is being lost. In addition, they have negative attitudes towards counterfeit products. Thus:

H7: The in-classed consumption has a negative impact on consumers' attitudess towards counterfeit products.

Buying intention

Attitude is one of the factors in predicting intention and behavior of consumers. It is considered a better prediction of consumer behavior rather than attitudes towards products (Ajzen & Fishbein, 1975; Ajzen, 1991). However, attitudes towards counterfeit products is also considered as an important factor influencing the intention in buying counterfeit products (Phau & Teah, 2009). Counterfeit products always contain financial risks. Further, if counterfeit products meet the expectations and demands of consumers, they could also make consumers satisfied when using them. Therefore, attitude towards counterfeit products is an important factor in predicting intention to purchase counterfeit products, especially for luxury fashion brands (Nordin, 2009). There is a positive relationship between favorable attitudess and buying intentions for buying counterfeit products (Ang et al., 2001; Huang et al., 2004; De Matos et al., 2007; Phau & Teah, 2009; Nguyen & Tran, 2013). In order to make clear this concept, the study suggests:

H8: The attitude towards counterfeit products has a positive impact on buying intention to counterfeit products.

Based on the relationship of proposed hypotheses above, as well as research objectives, the study presents the research model in Figure 1 as following,

Figure 1. Research Model

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┌─────────────────────────────────────────┐
│            Social factor                 │
│  ┌───────────────────────────────────┐   │
│  │  Sensitive ability to information │   │
│  └───────────────────────────────────┘   │
│  ┌───────────────────────────────────┐   │
│  │  Sensitive ability to standards   │   │
│  └───────────────────────────────────┘   │
└─────────────────────────────────────────┘

┌─────────────────────────────────────────┐
│           Personal factor                │
│  ┌───────────────────────────────────┐   │
│  │        Price awareness            │   │
│  └───────────────────────────────────┘   │
│  ┌───────────────────────────────────┐   │
│  │        Value awareness            │   │
│  └───────────────────────────────────┘   │
│  ┌───────────────────────────────────┐   │
│  │        Risk perception            │   │
│  └───────────────────────────────────┘   │
│  ┌───────────────────────────────────┐   │
│  │        Novelty seeking            │   │
│  └───────────────────────────────────┘   │
│  ┌───────────────────────────────────┐   │
│  │     In-classed consumption        │   │
│  └───────────────────────────────────┘   │
└─────────────────────────────────────────┘
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Attitude towards counterfeit products → Buying intention
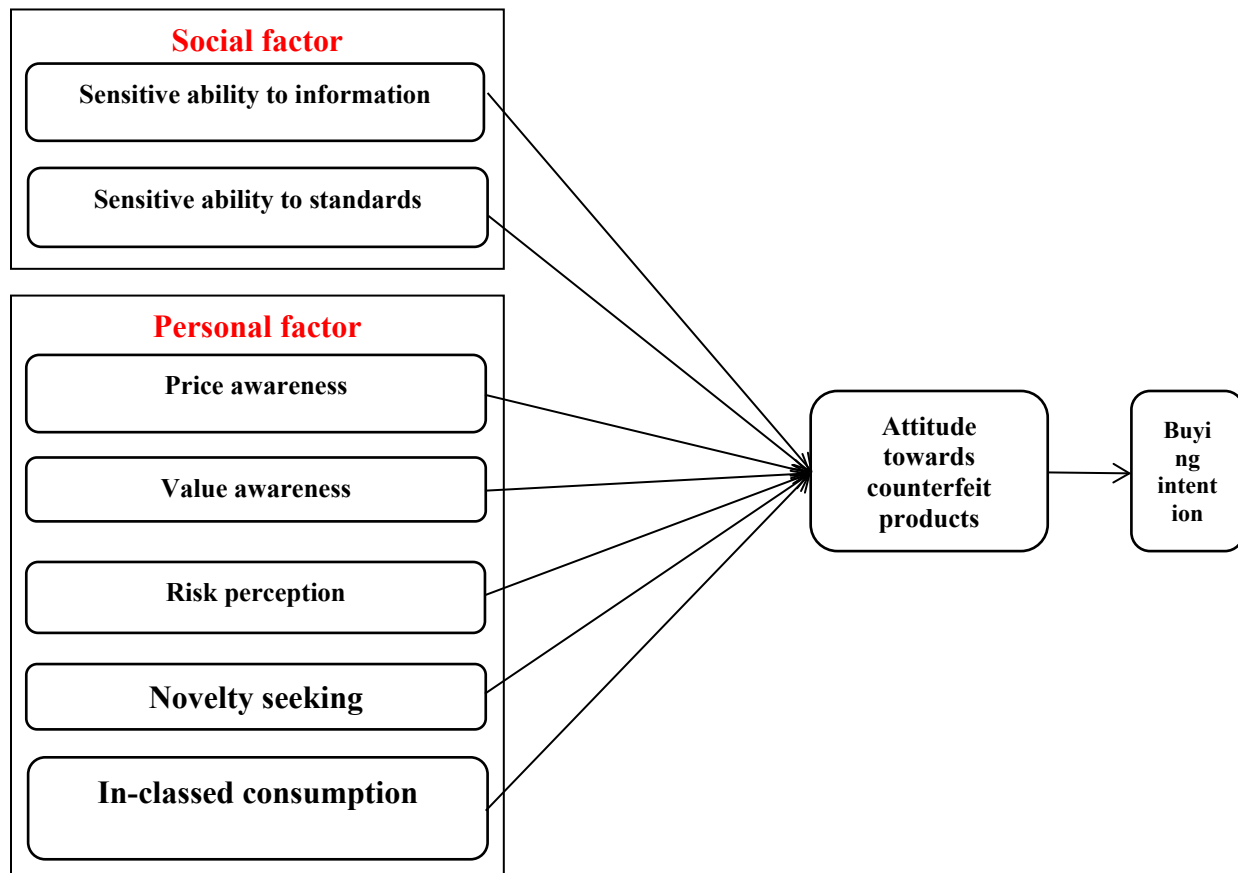
METHOD

This study uses a mixed-method approach including qualitative and quantitative methods. Qualitative was implemented through in-depth interview and focus group discussion. This phase aims to summarize concepts and develop an appropriate questionnaire for the main survey. The quantitative was conducted through a direct survey of 249 consumers who used counterfeit products in order to test research scales, as well as theoretical model. The scale was preliminarily tested with Cronbach Alpha reliability, the exploratory factor analysis – EFA, and the official verification using CFA and the SEM. The theoretical model with control variables was verified by multi-group analysis.

Research design and sample

This study was conducted through two steps: (1) the qualitative, to adjust and complement the scales, and (2) the quantitative, to collect and analyze the data, as well as to verify the scales and to test the theoretical models and hypotheses. The quantitative pilot study was undertaken by using face-to-face interviews with 50 consumers to preliminary assess the measures. The survey

was conducted in Ho Chi Minh City, Vietnam. The questionnaire was evaluated by experts in counterfeit luxury fashion brands. To test the proposed model, a sample of 300 respondents are consumers in counterfeit luxury fashion brands. There are 249 valid respondents.

Measures and Preliminary assessment

Cronbach alpha reliability and Exploratory Factor Analysis (EFA) were used to preliminarily assess the scales. Confirmatory Factor Analysis (CFA) was used to test the measurement models and the structural equation modeling (SEM) was used to test the theoretical model. Observation variables with the correlation coefficients <0.40 will be rejected. The Cronbach Alpha with 0.60 or higher are accepted (Nunnally & Burnstein, 1994). To measure the fit of the research model, study uses Chi-square (CMIN: $\chi2$). The model is considered appropriate when Chi-square has P-value> 0.05. The sample size N = 249 with all items were measured by using 5-point Likert scales anchored by 1 = *strongly disagree* and 5 = *strongly agree*. The main questionnaire has 37 observation variables and a few specific questions. The software SPSS for Windows 18.0 is used.

The sensitive ability to information (NCTT)

The sensitive ability to information reflects the intentions of consumer in future purchasing behavior. This scale is based on De Matos et al. (2007) with 4 observation variables, namely: NCTT1 → NCTT4

The sensitive ability to standards (NCCM)

The sensitive ability to standards creates purchasing decisions based on the expectations and impressions of surrounding people. This scale is based on De Matos et al. (2007) with 4 observation variables, namely: NCCM1 → NCCM4

Price awareness (YTGC)

Price plays an important role in influencing consumer attitudess. Consumers with price awareness are interested in paying a lower price but with acceptable standards of quality. This scale is based on Huang et al. (2004) with 4 observation variables, namely: YTGC1 → YTGC4

Value awareness (YTGT)

Value awareness has been defined as consumers' assessment about the utility of a product/service based on what they have received or given (Bloch et al., 1993). This scale is based on De Matos et al. (2007) with 4 observation variables, namely: YTGT1 → YTGT 4.

Risk perception (RRCN)

Risk perception means that consumers reduce the uncertainty and lack of comfort of purchasing decisions by themselves. Risk perception is one of the main explanatory variables in consumer behavior. It has an important implication in purchasing decisions. This scale is based on Phau & Teah (2009) with 4 observation variables, namely: RRCN1 → RRCN4.

Novelty seeking (TKML)

Novelty seeking is the curiosity of individuals in seeking diversity and differentiation. This scale is based on Phau & Teah (2009) with 4 observation variables, namely: TKML1 → TKML4.

In-classed consumption (TDDC)

The in-classed consumption consumers are more aware of expressing their success. They likely buy more and even pay more for a premium product. This scale is based on Phau & Teah (2009) with 4 observation variables, namely: TDDC1 → TDDC4.

Attitudes towards counterfeit luxury fashion brands (TDSP)

Attitude is seen as a tendency to learn and behave in a specific situation by convenient or unfavorable ways. This scale is based on Phau & Teah (2009) with 4 observation variables, namely: TDSP1 → TDSP4.

Buying intention towards counterfeit luxury fashion brands (YDMH)

Attitude towards counterfeit products is considered to be an important factor influencing the intention of buying counterfeit products (Phau & Teah, 2009). Buying intention is based on Phau & Teah (2009) with 5 observation variables, namely: YDMH1 → YDMH5.

DATA ANALYSIS AND RESULTS

Measure validation

Cronbach alpha results are made for 7 concepts. Confirmatory Factor Analysis (CFA) was used to test the measurement models and the structural equation modeling (SEM) was used to test the theoretical model. The selected method for analysis is Principal Axis Factoring with Promax rotation. The analysis of 28 observed variables is used EFA standard. The result, study removes four variables: NCCM3, TKML1, TKML2, RRCN4. The study results show 7 factors including 24 remaining variables.

The coefficient KMO = 0.832, with Sigma significance is 0.000 (following Barlett's test). The results of 7 factors satisfied the conditions with KMO = 0.832> 0.5. The factor loading is greater than 0.5. The extraction deviation is 64.714% greater than 50%, and the number of factors

are extracted. These measures were used in the main survey. Regarding the Cronbach alpha coefficients of 7 factors, all of them meet the coefficient of correlation above 0.4, and reliability are greater than 0.6. The study conducted EFA examination following deduction method Principals axis factoring with results for 7 components including 24 variables.

CFA results shows that the model achieves data compatibility with high appropriate indicators, such as Chi-squared = 742.557; df = 451; p-value = 0.000. The CMIN/df reaches 1.646 <2. These indexes show that the research data is quite consistent with market data in this study. Besides, there aso have TLI = 0.900; CFI = 0.915; GFI = 0.847 are greater than 0.8, and RMSEA = 0.051 <0.08. Therefore, all concepts achieve distinct value. Thus, we can conclude that the critical model achieves compatibility with market data.
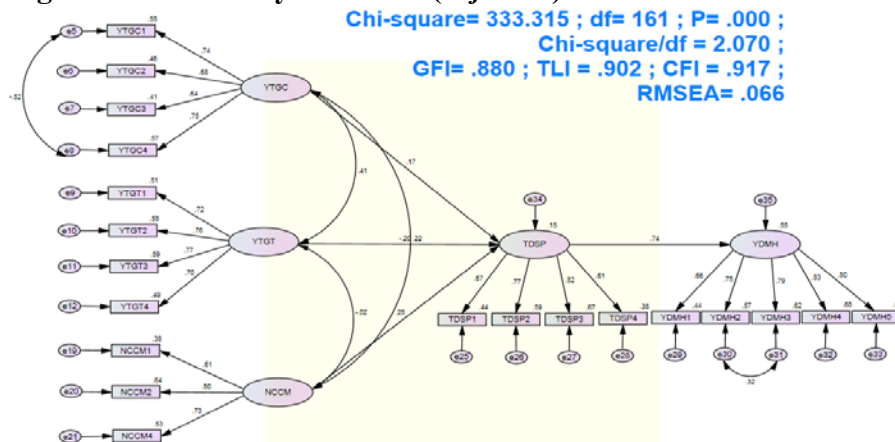
Figure 2. CFA analysis results (*standardized*)
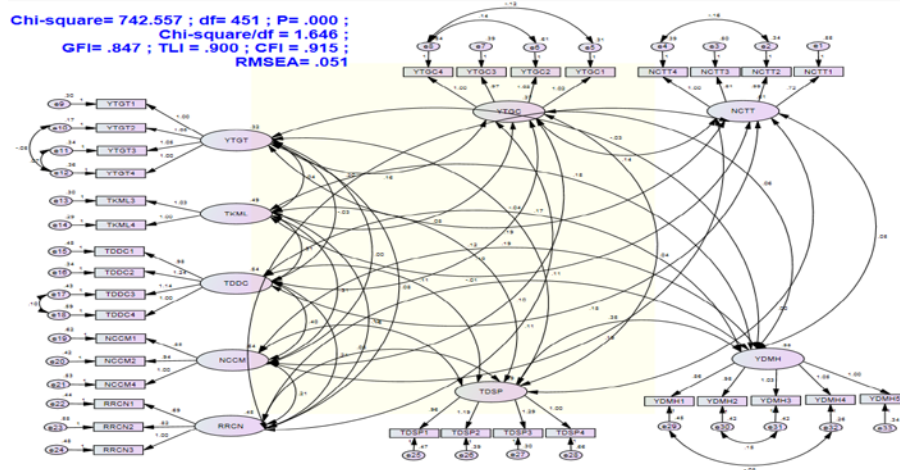
Structural results

The theoretical model has total 9 research concepts. With the standard 90% of reliability, research concepts such as *novelty seeking, sensitive ability to information, in-classed consumption* are excluded from the theoretical model. The results of final SEM analysis shows that the model has df = 161, chi-squared = 333,315, p-value = 0.000, CMIN / df = 2.070 <3. Moreover, other indicators such as TLI = 0.902, CFI = 0.917, GFI = 0.88 are all greater than 0.8, with RMSEA = 0.066 <0.08. Therefore, this model is appropriate with collected data from the market. Furthermore, with λi > 0.5 and p <0.05, the model has appropriate standard as well as statistically significant because the p values = 0.000.

Figure 3. SEM analysis results (*adjusted*)

Chi-square= 333.315 ; df= 161 ; P= .000 ;
Chi-square/df = 2.070 ;
GFI= .880 ; TLI = .902 ; CFI = .917 ;
RMSEA= .066

Table 1. The Cronbach alpha of research concepts

Variables	The average scales	Variance	Items total correlation	Alpha if items deleted
The sensitive ability to information: Cronbach alpha = 0.783				
NCTT1	11.13	5.750	.546	.752
NCTT2	11.10	5.325	.622	.713
NCTT3	11.09	5.460	.605	.722
NCTT4	11.22	5.336	.586	.733
The sensitive ability to standards: Cronbach alpha = 0.755				
NCCM1	8.94	5.541	.600	.671
NCCM2	9.30	5.629	.625	.658
NCCM3	8.39	6.497	.443	.753
NCCM4	9.61	5.593	.547	.702
The price awareness: Cronbach alpha = 0.769				
YTGC1	10.66	5.208	.527	.736
YTGC2	11.17	4.313	.627	.682
YTGC3	10.97	4.975	.574	.713
YTGC4	11.57	4.706	.560	.720
The value awareness: Cronbach alpha = 0.826				
YTGT1	12.65	4.059	.634	.788
YTGT2	12.67	4.116	.674	.772
YTGT3	12.68	3.790	.678	.768
YTGT4	12.55	3.967	.622	.794
The risk perception: Cronbach alpha = 0.705				
RRCN1	8.96	5.281	.429	.678
RRCN2	9.44	4.836	.437	.674

RRCN3	9.42	4.131	.632	.548
RRCN4	9.42	4.390	.479	.652
The novelty seeking: Cronbach alpha = 0.716				
TKML1	9.33	4.238	.517	.649
TKML2	8.76	5.133	.422	.700
TKML3	9.48	4.710	.535	.636
TKML4	9.52	4.726	.551	.627
The in-classed consumption: Cronbach alpha = 0.854				
TDDC1	8.64	7.820	.641	.837
TDDC2	9.02	7.008	.741	.795
TDDC3	8.70	7.098	.735	.798
TDDC4	8.50	7.420	.669	.826

Table 2. The Cronbach alpha of intermediate variable and dependent variable

Variables	The average scales	Variance	Items total correlation	Alpha if items deleted
The attitude towards counterfeit products: Cronbach alpha = 0.805				
TDSP1	7.96	6.034	.599	.766
TDSP2	8.44	5.602	.648	.742
TDSP3	8.20	5.430	.696	.718
TDSP4	7.82	5.802	.544	.794
Buying intention: Cronbach alpha = 0.755				
YDMH1	10.98	11.229	.594	.882
YDMH2	11.13	10.277	.742	.849
YDMH3	11.19	9.906	.765	.843
YDMH4	11.08	10.328	.752	.846
YDMH5	10.89	10.439	.723	.853

DISCUSSIONS AND IMPLICATIONS

In this study, conducting the survey in Ho Chi Minh City market, there are 4 factors of 37 observation variables that are used in the theoretical model. The research results show that *the sensitive ability to standards* has the strongest impact on attitude. Further, *the value awareness* and *the price awareness* has a negative impact on *attitude towards counterfeit luxury fashion products*. The research result shows that attitude towards counterfeit luxury fashion products has a positive impact on *buying intention*. These results are also consistent with studies as Nordin (2009), Ang et al. (2001), Hidayat & Diwasasri (2013), Srivastava & Banerjeet (2014).

Moreover, the study shows that there are no impact of demographic factors (such as gender, marital status) on *consumers'attitudes towards counterfeit luxury fashion brands* in Ho Chi Minh City market. However, the age has an impact on *consumers'attitudes towards counterfeit luxury*

fashion brands. This means, the results of this study also support previous research findings. In addition, many previous studies have shown that counterfeit purchasers are mostly younger age groups (Bian & Moutinho, 2009; Swami et al., 2009; Wee et al., 1995). These people believe that the demands of product possession is the essence of life and add to their happiness. In particularly, the older people claim that in the past they rarely chose to buy counterfeit products.

Based on the research results of factors influencing consumers' attitudes towards counterfeit luxury fashion brands in Ho Chi Minh City, there are some suggestions offered to state policy makers as well as managers in enterprises as follows:

Firstly, *the attitudes towards counterfeit luxury fashion brands* is the strongest influencing factor to consumer *buying intentions*. Therefore, this is also the main factor to which company managers should pay attention before applying solutions, in order to reduce consumer demands in counterfeit products. On the other hand, regarding consumers, it is necessary to educate their perceptions when buying counterfeit products. Moreover, they should also be aware of their duties in fighting against counterfeit products. Further, manufacturers must spend their expenses in order to inform consumers in identifying counterfeit products. In addition, manufacturers also should have rewards policies to consumers who find counterfeit products.

Second, it is necessary to enhance the role of community in the orientation of legally consuming behavior. The study shows that *the sensitive ability to standards* has a positive impact on *the attitude towards counterfeit luxury fashion brands*. Consumers would not buy counterfeit products if they find the resistance from the people important to them. Therefore, enterprises and state departments should launch marketing campaigns encouraging word-of-mouth among groups of friends, or family members, and colleagues against counterfeit products. Thus, the effect of these campaigns will affect the spread in the community and to each consumer.

Third, *the attitude towards counterfeit luxury fashion brands* would decline if consumers perceived that supporting counterfeit products is unethical, unfair in consuming products, and damaging the national economy. Therefore, communication campaigns with content about counterfeit products have to be linked to the consumer perceptions relating to ethical issues, as well as promoting unfair competitions. Further, it needs to be proved that counterfeit product consumption is also harmful to national, sustainable, economic development. For example, it is necessary to show consumers that counterfeit products would lead to tax loss, increasing unemployment, and damage to social security.

Fourth, it is necessary to enforce the legal system related to counterfeit products. Especially, the Vietnam intellectual property rights must be completed as soon as possible. In Vietnam context, in order to help the state agencies to satisfactorily execute, the terms and conditions in the Law should be specifically guided. It is necessary to promote closer coordination among state departments and agencies with the market supervision departments. Moreover, it needs to increase both quantity and quality of staff in these departments. Vietnam government should invest in modern instruments for inspection and examination to prevent counterfeit products. Further, the level of punishments should also be considered in order to deterrent increasing counterfeit crimes.

Fifth, following previous studies, as well as impirical studies from other countries, it is important that the role of legal owning enterprises participate in the enforcement process. The

Vietnam intellectual property law should stipulate not only the rights but also the responsibilities of enterprises in working, coordinating and cooperating with legal agencies. The alliance among manufacturers in the fight against counterfeit products should be stronger and tighter. Companies should not neglect in managing and monitoring their product consumptions. Moreover, they should not consider the fight against counterfeit products as only conducted by state agencies as well.

Sixth, the tendency in buying counterfeit luxury fashion products does not differ in gender, marital status, income, and education level. Therefore, the communication strategies are not necessarily categorized following these conditions. The genuine manufacturers should emphasize to their consumers by different ways about the importance of buying genuine products. This also means, genuine manufacturers need to express to the consumers that purchasing counterfeit products means they do not appreciate their work, as well as devaluing their working abilities.

LIMITATIONS AND FURTHER RESEARCH

This study also has a number of limitations. First, this study was conducted only in Ho Chi Minh City with convenient sampling. The model should be tested with a larger sample to enhance the generalization of the results. Thus, further studies could be repeated in other cities and provinces in Vietnam with random and larger sampling. Second, this study focuses on only three main factors that influence attitudes towards counterfeit luxury fashion brands. There may have been other factors that contribute to explaining the tendency of buying intentions of counterfeit luxury fashion brands. In addition, factors that influence *attitudes towards counterfeit luxury fashion brands* need to be studied in more detail. Last but not least, all data in this study is collected in 2016, therefore in the near future, the Vietnamese consumer behaviors to counterfeit luxury fashion brands may be changed. Therefore, future research is hoped to explore and offer more complete solutions in the fight against counterfeit luxury fashion products.

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