Antecedents of Purchase Intention A Study From Pakistan

Muhammad Rizwan[1], Hira Khan[2], Anam Saeed[3], Ayesha Muzaffar[4], Umair Arshad[5], Muhammad Hussain[6]

[1](*Lecturer, Department of management sciences - The Islamia University of Bahawalpur, Pakistan*)
[2,3,4,5,6](*Student, department of management sciences - The Islamia University of Bahawalpur, Pakistan*)

Abstract: *Importance of this study is that it gives a wide view to the young consumers that why the use of the counterfeited products is more against the humanity as just going for the cheap prices and less expansive products we usually forget that how badly it hurts the one who actually made that product and the new idea. Thus, the counterfeited products should be avoided not just for others but for humanity purpose. The aim of this study is to provide the basic and relevant factors that actually effect and increases the purchase intention of consumers towards the counterfeited products overall the globe, and how these factors can be avoided through the knowledge provided by this research paper. The method used in this research is the survey questionnaire, sample of 150 people was taken who were students and employees and house wives etc. the survey was analyzed through ANOVA and coefficient of the samples. Findings of the study were that all the relationships were found to be positive among the variables. Where brand image, consumer attitude and the product involvement were independent variables and the purchase intention towards the counterfeits was the dependent variables and all the relations were positive among all the variables.*
Key Words: *Purchase intention, Product involvement, Brand image, Consumer attitude, Counterfeit products*.

I. Introduction

Whenever the purchase decisions are made by customers in the society it is more conscious. Nowadays Brands are not known on the basis of product but it is also known on the basis of corporate and social responsibility. It is extremely important and useful for researches to take closer look at consumer interaction and relationship with the product`s brand and able to make communities in their personal life for particular brand consumption. Consumers consider environmental issues for the purchase intention. The product involvement, attitude towards the brand and the brand image are taken as the independent variables. In this article we are going to study that how this independent variable influences and draw impacts on the purchase intention i.e. the dependent variable. The counterfeited products are purchased all around the Globe. A survey reported that one third of the luxury brand consumers intentionally purchase the counterfeited brand, it becomes a problem for genuine trade all over the world. The organization of Economic Cooperative Development`s (OECD) estimate shows that there is 15% growth every year in the purchase of the counterfeited products and piracy business and that it will increase up to $960 million by 2015. After China the countries that are the source of the counterfeited products are Argentina, Russia, Egypt, India, Turkey, Israel, Thailand, Lebanon, Venezuela, Brazil, Chile, Ukraine, Paraguay and Mexico. The object of this study is to study and examine the young consumer attitude towards low price and excess to non-deception counterfeit mobile phones and the purchase intention in this regard. The counterfeits are of two different types deceptive and non-deceptive where as in the non-deceptive the fake products are purchased intentionally by the consumers of counterfeited products while on the other hand the deceptive case is different as here the fake product which resembles the original branded products are sold while deceiving the consumers and in other words it is purchased unknowingly or unintentionally. The purchase intention of the counterfeited products is rising day by day globally in less and as well as more developed countries which is ruining the economy and the wealth generating conditions of the countries. The objective of this study is to consider carefully or use statistical methods to understand the environmental and behavioral effects onto the purchase intention of counterfeits with other brand and product related independent variables Because in almost all of the developed countries the customers are getting a set of reasons on which their belief is based with regard to the consequences like environmental and behavioral for the purchases they make while when they are intending to make a purchase decision about some product or a brand. Consequently this study has included the environmental and behavioral results as the independent variables in the model of our study with other product involvement and the brand dimensions and sections in this regard to view the impact of these variables that are independent on the purchase intentions or purchase decisions of the customers. Researchers have unveiled this fact that it is extensively important to have a deeper look that how the customers develop relations and the interaction with the products and their brands and then develop a set of thoughts or communities in their personal lives about it. There has been taken three independent variables in this research

for the purpose of such above mentioned effect of these independent variables on the dependent variable the purchase intention or purchase decision of the counterfeited products. Brand image, product involvement and brand attitude. We are also going to see the impact of purchase intention of counterfeited products with respect to brand dimensions all around the globe.

II.   Literature Review

2.1. Purchase Intention

The purchase intention towards the counterfeits is one of the drawbacks that the world faces today due to the cruel facts emerging in our society. Thus, it can also be said that the counterfeits are the result of the Competitive race of status. The customer purchases the products on the basis of his or her interaction towards the need of the brand, the attitude towards the brand and the involvement with the product of that particular brand. Purchase intention is a behavior of a person that how he thinks of any particular product and what comes in his mind first about it. And what would he think or do when he purchases the same product of the same brand. There may be and can be negative and positive impacts on that particular product. Reasons like purchasing any brand and encouraging its purchase always helps increasing the intention of the customer towards it (Porter, 1974). A consumer`s intention towards any brand or product to purchase it is not only because of his attitude towards that brand but also because of his lead to other choices of brands. Brand purchase intention with respect to the human nature and environmental effects help to draw the consumer culture theory (Arnould and Thompson, 2005). Similarly CCT, Ahuvia (2005), Belk (1988), Jenkins's (2004) studies reveal that the possessions are extremely important. On the other hand, this whole process must also be verified by the judgment of the external world reactions (Jenkins, 2004).The purchase intention has a positive reaction on a consumer`s behavior due to it (Ajzen and Driver, 1992; Pierre et al., 2005; Schlosser et al., 2006) (e.g. Dubois and Paternault, 1995; Yoo and Lee, 2009; Zeithaml, 1988). Antecedents of luxury brand purchase intention have been explained and explored by Berthon et al. (2009), Tsai (2005), and Vigneron and Johnson (2004).The beliefs of people about right and wrong (ethical beliefs), religious beliefs, moral beliefs, behavioral dimensions and environmental shameful and disgusting actions including poverty and immorality have compelled and forced the whole humanity to take a view of it sharply and wisely with a serious attitude as it is not acceptable to become worse in the same way and same reasons or in other words such practices have made it important for the mankind to prevent the deterioration and it is not affordable for the universe at all and at any cost when the Environmental degradation itself is one of the most threatening and fearful factor for today's mankind and should be considered carefully.

2.2. Product Involvement

The extent to which consumers have interested in purchasing a particular product and the level of commitment that they are going to purchase that brand is actually the result of the product involvement which actually develops the thought of a person towards the product. Product Involvement by the customers tends to be higher for the products that have a higher cost as it makes an image of higher quality product into their minds; the idea or the abstract principle of the product involvement has been a major center of interest for the consumer's for the past 20 years of the consumer research literature. The level of consumer`s interest in purchasing can be estimated by the product type and the level of the commitment of consumer towards given brand. The product involvement includes an all time commitment and satisfaction of the consumers with respect to the thoughts about that product, the feelings and the responses let's say behavioral responses to that particular product category (Miller and Marks, 1996; Gordon et al., 1998).It should be noted that the product involvement does not actually count the situational influences on the consumers (Rodgers and Schneider, 1993; Miller and Marks, 1996). Richins and Bloch (1986) elaborated that the customer or consumer with a large amount of product involvement would mostly find the product more interesting and fascinating and thus, this would capture the consumer`s mind and thoughts without the impact or encouragement of the purchase. Therefore the product involvement can be explained as "lot of effort on particular task with which a product has a particular quality is embedded in and driven by the consumers' value system" (O' cass and Muller, 1999, p.402).

The concept of the product involvement and the purchase intention is not the same and differs a lot as the purchase intention can be stated as the importance or significance of the purchasing activities made by the individuals(Slama and Tashchian, 1985).For instance a person or a consumer might be very much fascinated by a product say wrist watches and of the brand say Rolex but yet he or she has a very minor standard of involvement with the purchase decision or purchase intention toward that product and that might be because of his weak purchasing power or because of brand Image or attitude. As much as the consumer is involved in the brand, he will be more conscious about that product to buy it.

Hypothesis 1: Brand involvement has a positive impact on purchase intention

2.3. Brand Image

The image of any particular product set into the mind of any individual is the brand image of that product; a brand image is anything linked in the memory to a brand (Aaker, 1991). The store, retailer, product and competitor could be the associated linkers, particular demographic or lifestyle characteristics (Fournier, 1998; Patterson, 1999). The knowledge or the awareness of the brand and the brand preference are the two variables that influence the brand image highly and they have a high impact on the core brand image and highly positively linked with the brand image. Brand image is also defined as "the set of beliefs held about a particular Brand" (Kotler, 1988) or "a set of associations, usually organized in some meaningful way" (Aaker, 1992). While it state that "a Product is a physical thing; a brand has no tangible, physical or functional properties (Kim, 1990). Yet it is just as real as the product. Similarly the word "Brand" is originally associated with the product-level, and later it extended to include both the services and industrial products used by the customers (Egan *et al.*, 1992). "Brand identity is a unique set of brand associations that the brand strategist aspires to create or maintain" (Aaker, 1996, p. 68), it implies an oath to the customers from the organization's workers, while the BI (brand image) is "how a brand is perceived by consumers" (Aaker, 1996, p. 71), which stands for the bunch of brand perceptions that has been fulfilled. The brand Image has a positive influence on the brand attitude and product involvement, having a positive and direct impact on the purchase intention towards counterfeits. Brand image clarifies if or if not the brand is for the consumer and contributes the purchase decisions (Dolich, 1969and thus, it influences the buying behavior of the customer (Johnson and Puto, 1987; Fishbein, 1967), thereafter brand equity (Biel, 1992). As much as the brand image is strong, people are more likely to buy that product so it has a positively strong impact onto the purchasing behavior of the customer. Similarly the brand image positively impacts on the product involvement of customers as well. It is obvious that what image a consumer carries about any product he will purchase it with that intention too. Thus, there is a highly positive relation between the two.

Hypothesis 2: Brand image has a strong positive relationship with the Purchase intention towards the counterfeits.
Hypothesis 3: Brand image has a strong positive relationship in case of counterfeited products with the Product Involvement.
Hypothesis 4: Brand image has a positive influence on the Consumer Attitude towards the counterfeits.

2.4. Consumer attitude

"Attitude" is a learned predisposition to behave in a consistently favorable or unfavorable manner with respect to a given object (Schiffman and Kanuk, 1997, p. 167).The same is in the view of Bagozzi et al. (2002, p. 4), the most accurate definition of the attitude is of making difference among the two brands like for an example, it can be said that a human psychological thought can be expressed by evaluating the particular brand or product by the liking and disliking or the favor or disfavor degree ". . . a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor" (Eagly and Chaiken, 1993, p. 1). The brand attitude clarifies that what people think about any particular service or product that how it fulfills the need or how much it is wanted. Advertising campaign is in knowledge of brand attitude consequences towards a brand can be judged by the likeness or dislike regarding some brand or by the correction of his perceptions about it. There is a difference in both the brand attachment and the brand image. Porter (1974) stated that starting the feelings might not be that easy and speedy and might lead to process other feelings. Porter (1974) forbidden that advertisement shouldn't be the only way to compete the advertisement but the consumer`s perception about the product or brand, as advertisement sometimes does impact on the attitude of the customers and leads them somewhere. It can also be said that it's all about the rise of the quality standard not the advertisements. Teng *et al.* (2007) mentioned that a customer attitude`s leading towards any brand is because of the cognition and the perceptions about the brand in the state of competition.

The models like attitude, embedded information, and other such models perhaps lend better possibilities to form brand attitude (Bagozzi and Recall, 1983).Bagozzi and Recall (1983) gave a new definition of the brand attitude as the consumer attitudes in a same dimension which may be fruitful to examine after sum of product of belief time evaluations.

Attitude of brand directly impacts on attitude towards the advertisement and brand cognition. Brand attitude refers to the psychological factors of the buyer. So as much as the brand attitude is higher the purchase intention of the consumer will be considerably strong. A positive Brand Attitude increases the involvement of the customer in that product.

Hypothesis 5: Brand Attitude has a strong positive impact onto the Purchase Intention.
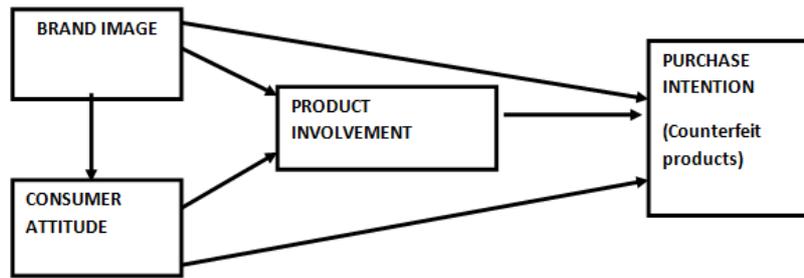**Hypothesis 6:** Brand Attitude positively influences the Product Involvement

Figure 1: Proposed Research Model

III.   Research Methodology

The research is descriptive in nature and the descriptive research can be explained as describing something, some phenomenon or any particular situation. Descriptive researches are those researches that describe the existing situation instead of interpreting and making judgments (Cresswell, 1994). The main objective of the descriptive research is verification of the developed hypotheses that reflects the current situation. This type of research provides information about the current scenario and focus on past or present for example quality of life in a community or customer attitudes towards any marketing activity (Kumar, 2005).

3.1. Sample Data

In order to collect the data for understanding the situation about counterfeit purchase intention a sample of 150 respondents will ask to participate in a self-administrated questionnaire. The population for the current research is purchase intention towards the counterfeits products. The current study utilizes a non-probability sampling techniques that is convenience sampling. Convenience sampling techniques that are obtains and collects the relevant information from the sample or the unit of the study that are conveniently available (Zekikmund, 1997). Convenience sampling is normally used for collecting a large number of complete surveys speedily and with Economy (Lym et al., 2010). It has ensured that the sample members possess two main qualifications to participate in the self-administrated survey. First, the sample member should be using counterfeit product s and having enough knowledge about counterfeit products. Second, then ever purchase any item over the counterfeit products because in the case of experience regarding counterfeit product purchase, it definitely influences the attitude and behavior of the respondents. We select these sample members from different metropolitan cities of Pakistan. Two main clusters will target to collect the sample data like university students and working professionals. The selection of students and working professionals are based on the previous results of the studies on the purchase intention towards counterfeit products. According to Wood (2002), young adults are more interested in the purchase intension towards counterfeit products as compare to others. Young people can easily learn the skills needed for online shopping (Hubona and Kennick, 1996).Income is also an important factor for the adoption of purchase intention towards counterfeit products (Shin, 2009)

3.2. Instrument and measures

The survey instrument of the current study address two major purposes first is to analyze the relationship of different variables in the adoption of purchase intention towards counterfeit products. Second, to collect information about different characteristics of the respondents that can be used to understand the variation under the different categories.

The survey instruments contain two sections. Section 1 includes different personal and demographic variables. This section will obtain the respondents information about gender, age, income, education, status, frequency of purchase intention towards counterfeit products and possible products to be purchased in the future. Section 2 includes the latent variables that are important in the current study .These variables includes brand image, brand attitude, product involvement and purchase intention towards counterfeit products. This section of the study is developed based on the past literature an already used questionnaires (Table 1). The scales of the study were adopted from the previous literature published studies. The first variable of the study was Brand image it has three items and these scales were taken from Davis et al, 2009. The next variables are product involvement and purchase intension both have three items these scales were taken by DeWulf et al, 2001 and Shukla, 2010. The last variable is customer attitude it has five items and this scale were taken from Huang et al, 2004.

Table1: Scale of the study

NO.	Variable	Item	Reference
1	Brand Image	In comparison to other brands, this brand has high quality. This brand has a rich history Customers can reliably predict how this brand will perform.	Davis et al, 2009
2	Product Involvement	Generally, I am someone who finds it important what kind of trousers/staples he Or she buys Generally, I am someone who is interested in the kind of trousers/staples he or she buys. Generally, I am someone for whom it means a lot what trousers/staples he or she buys.	De Wulf et al, 2001
3	Consumer Attitude	Considering price, I prefer gray market goods. I like shopping for gray market goods. Buying gray market goods generally benefits the consumer. There's nothing wrong with purchasing gray market goods Generally speaking, buying gray market goods is a better choice.	Huang et al, 2004
4	Purchase Intention	I would buy this brand rather than any other brand available. I am willing to recommend others to buy this brand I intend to purchase this brand in the future.	Shukla, 2010

3.3. Procedure

The questionnaire was distributed among 150 respondents in Pakistan. These respondents are selected based on the criteria above mentioned. Before giving the questionnaire, the purpose of study and questions are explains to the respondents so they can easily fill the questionnaire with relevant responses. After collecting the completed questionnaire, these questionnaires were coded and entered into SPSS sheet for regression analysis.

3.4. Reliability analysis

Overall CRONBACH`s alpha of the variables are more than acceptable and recommended value 0.50 by Nunnally (1970) and 0.60 by Moss et al. (1998). This shows that all the 27 items were reliable and valid to measure the options of consumers towards Counterfeit Products.

Table 2: Reliability of measurements instrument

SCALES	ITEMS	CRONBACH ALPHA	
Brand Image	3	0.684	
Product Involvement	3	0.786	
Consumer Attitude	5	0.784	
Purchase Intention	3	0.726	

IV. Results and Analysis

4.1. Profile of the Respondents

The information such as personal and some demographic about the age, gender, education level, status if married or single, income and frequency of counterfeit products and purchase intention are presented in the following table (Table 3).

Table 3: Profile of the Respondents.

Variable	Category	Frequency	Percentage
Gender	Male	82	54.7
	Female	68	45.3
Age	15-20 Years	52	34.7
	20-25 Years	88	58.7
	25-30 Years	4	2.7
	30-35 Years	1	.7
	35-40 Years	1	.7
	Above 40 Years	4	2.7
	Below 10000	103	68.7

Income	10000-20000	30	20
	20000-30000	7	4.6
	Above 30000	10	6.7
Education	Matriculation	6	4
	Inter	9	6
	Bachelor	60	40
	Master	68	45.3
	Any Other	7	4.7
Status	Student	131	87.3
	Employed	8	5.3
	Businessman	6	4
	Housewife	1	.7
	Unemployed	4	2.7
Kind of Product	Clothes	44	29.3
	Mobiles	57	38
	Watches	12	8
	Bikes	16	10.7
	Others	21	14
Frequency	Never	24	16
	Rarely	42	28
	Often	37	24.7
	Sometime	39	26
	Always	8	5.3

V. Hypothesis Testing

5.1. Product Involvement and the Purchase Intention

According to the results of the study, both the variables The Product Involvement and The Purchase Intention have no significant relation between them. The results between both the variables is with (β=0.121) and (p>0.05).

According to this result there isn't any significant relationship of Product Involvement and purchase intention. Thus, this hypothesis is rejected i.e. H1 is rejected and conclude that the study did not find significant relationship of the two.

5.2. Brand image and the Purchase intention

According to the results of the study both the variables the Brand image and Purchase Intention have significant positive relationship with each other. Specifically the Brand Image has a significant positive relationship with (β=0.361) and (p<0.001). That means Brand image contributes almost 36.1% to Purchase Intention.

5.3. Consumer Attitude and the Purchase Intention

According to the result of the studies it was concluded that Consumer Attitude has a significant relationship with the Purchase Intention. The relationship was (β=0.396) and (p<0.001), which concludes that Consumer Attitude contributes 39.6 % toward Purchase Intention.

5.4. Brand Image and the Product Involvement

According to the results it was concluded that the two variables the Brand Image and the Product Involvement have a significant relationship where the (β=0.215) and (p<0.01). The two variables have a positive relationship and the hypothesis is thus, accepted.

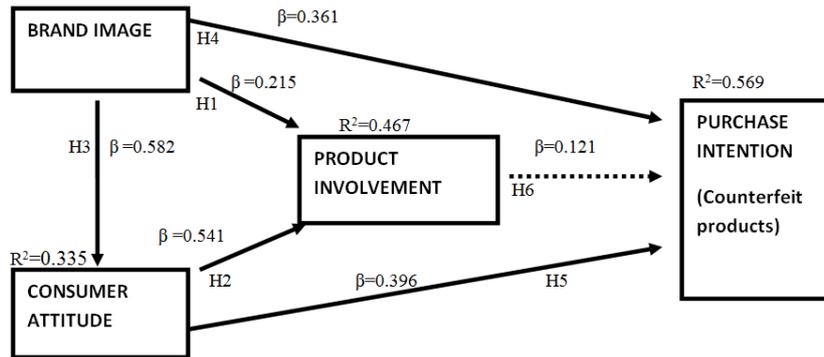## 5.5. Consumer Attitude and the Product Involvement

The results estimated that the relationship between the Consumer Attitude and Product Involvement is significant and the results were estimated something like (β=0.541) and (p<0.001). This means that this relationship is highly significant and that the consumer attitude contributes 54.1% towards the Product Involvement.

5.6. Brand Image and the Consumer Attitude

Brand Image and Consumer Attitude have a positive and highly significant relationship which is estimated as (β=0.582) and (p<0.001). This clearly means that there is 58.2% influence of Brand image on the consumer attitude.

Table 4: Regression Results

Hypothesis	Model Variables	Estimate	S.E	C.R	P	Results
H1	Intention ← Involvement	0.121	0.080	1.636	0	Not supported
H2	Intention ← Image	0.361	0.070	5.301	***	Supported
H3	Intention ← Attitude	0.396	0.086	5.117	***	Supported
H4	Involvement ← Image	0.215	0.070	8.714	**	Supported
H5	Involvement ← Attitude	0.541	0.077	7.345	***	Supported
H6	Attitude ← Image	0.582	0.061	2.923	***	Supported

Figure 2: Structural model result

VI. Discussion

Due to increasing rate of counterfeit brand purchases (CBP`S) worldwide it has become very essential to understand the determinants of consumers who willingly purchase the CBP`s. the major of this article is to explore the constructs of consumer behaviors (product involvement, brand image and consumer attitude) and the purchase intention in this context. This study also defines the indirect effects namely relations between product involvement and product knowledge and purchase intention of the counterfeited products. In the case of the non-deceptive counterfeiting the product involvement has nothing to do with the purchase intention of the customer or it can be said that it has no direct or indirect relationship with the purchase intention. It is clarified by this study that the consumer may purchase the CBP`s with willingness in even in high production situations. The purchase of the CBP`s may differ from the situations of usage. One estimate for these results can be that the purchase intention of consumers of the counterfeited branded products may differ in different situations as customers buy different products of different counterfeited brands for different usages (Bian, 2006).

According to this study it is also said that it isn't necessary to mention that ones the product involvement is high then the consumers are likely to have negative perception of the benefits and even the personality of brand. The fact is surprising that the researchers failed to find out the situational product involvement but only the enduring product involvement. This study has actually explained the complexity of the human behavior in regard to the CBP`s. the most important questions that does take a rise into the mind of almost every person are that Do consumers perceive the counterfeit brand products and the brand products as the same? If yes then up to which extent and what conditions..

This particular study has made it clear that the product knowledge has nothing to do with the purchase of the CBP`S, but there is slight support to the relationship among the product knowledge and the counterfeit branded products perceptions. It is evidenced that the consumers with more knowledge of the products and the brands purchase the counterfeits less as compared to those who have less knowledge. Here the support appears to be marginal in nature. Product knowledge has nothing to do with other perception related factors. The product knowledge is of two types one is when u are reported by the other consumer of the same brand and other is when u get the knowledge after the use of the particular product. The result can be interpreted in the light of facts in watch technology it is not difficult to the accurate time telling functions of watches is similar to the original brand watches, in term of telling the time actually. The person who has more knowledge about the watches he or she is aware of this fact. The more knowledgeable consumer can judge the difference between the counterfeit watches and they can realize the positive perceptions of counterfeit watches. They believe that counterfeit watches might not differently performed functions. As results the consumer who has knowledge of these products might purchase counterfeits. It also holds important implications for marketers of branded products and policy makers. This study finds the resources to improve the knowledge of consumer products and

also aims to control the grub demands of CBP`s. It is not necessary that the consumer who are more knowledgeable are less involved in the purchase of the CBP`s, at the same time they do not process favorable perception of CBP`s then those who are less knowledgeable consumers.

Marketers of branded products should be aware that under high product involvement situation the consumer purchases both the CBP`s and BP`s. The effort put in to improve the product involvement with grubbing the CBP`s will end with no results. The firm can take one course of actions by conducting marketing campaigns to stress down the brand personality between the BP`s and CBP`s. Stated by Bian and Moutinho (2009) marketing campaigns could meet

With remarkable success if they took the approach of highlighting the negative Personality of the typical users, brand endorsers, company employees and CEO of the Companies of CBPs, as these people are regarded as the directly influential factors on Consumer perceived brand personality (Aaker, 1997). It is still not clear whether the consumer perception of branded products are effected or not after the entry of counterfeit products. After the research held before and after the entry of the CBP`s and their impact on the BP`s the researchers find out the change in the perceptions of the consumers. Such type of design has been previously used by the several studies in brand extension (E.g. Diamantopoulos et al., 2005; Morrin, 1999) due to its high level of control in accounting for extraneous factors, which can assist in enhancing the internal validity of the research (Calder et al., 1981)

Marketers insist to put up distinguishable identity of the brand to distinguish their brand from others just for the sake of making it one prominent name in the crowd (de Chernatony and McDonald, 1998).Thus, It can be assumed out that a consumer have a different brand perceptions with regard to the brand image.

References

[1]   Aaker, J.L. (1997), "Dimensions of brand personality", Journal of Marketing Research, Vol. 34, August, pp. 347-56.
[2]   Arnould, E.J. and Thompson, C.J. (2005), "Consumer culture theory (CCT): twenty years of research", Journal of Consumer Research, Vol. 31, pp. 868-82.
[3]   Aaker, D. A., 1991. "Managing brand equity capitalized on the value of a brand name". New York: Free Press.
[4]   Aaker, D.A. (1992), Managing Brand Equity: Capitalizing on the Value of a Brand Name, the Free Press, and New York, NY.
[5]   Ahuvia, A.C. (2005), "Beyond the extended self: loved objects and consumers' identity narratives", Journal of Consumer Research, Vol. 32, pp. 171-84.
[6]   Ajzen, I. and Driver, B.L. (1992), "Application of the theory of planned behavior to leisure choice", Journal of Leisure Research, Vol. 24, pp. 207-24.
[7]   Bagozzi, R.P. and A.J.S. Recall, 1983. "Recognition and the measurement of memory for print advertisements", Marketing Sci, 2(2): 95-134.
[8]   Bagozzi, R.P., Gu¨ rhan-Canli, Z. and Priester, J.R. (2002), The Social Psychology of Consumer Behavior, Open University Press, Buckingham.
[9]   Belk, R.W. (1988), "Possessions and the extended self", Journal of Consumer Research, Vol. 15, pp. 139-68.
[10]   Berthon, P.R., Pitt, L., Parent, M. and Berthon, J-P. (2009), "Aesthetics and Ephemerality: observing and preserving the luxury brand", California Management Review, Vol. 52 No. 1, pp. 45-66.
[11]   Biel, A. (1992), "How brand image drives brand equity", Journal of Advertising Research, Vol. 32 No. 6, November/December, pp. RC6-RC12.
[12]   Bagozzi, R.P., Gu¨ rhan-Canli, Z. and Priester, J.R. (2002), The Social Psychology of Consumer Behavior, Open University Press, Buckingham.
[13]   Dubois, B. and Paternault, C. (1995), "Observations – understanding the world of international luxury brands: the dream formula", Journal of Advertising Research, Vol. 35 No. 4, pp. 69-76.
[14]   Dolich, I.J. (1969), "Congruence relationships between self-images and product brands", Journal of Marketing Research, Vol. 6 No. 1, February, pp. 80-4.
[15]   Eagly, A.H. and Chaiken, S. (1993), the Psychology of Attitudes, Harcourt Brace Jovanovich, Fort Worth, TX.
[16]   Egan, C., Shipley, D. and Howard, P. (1992), "The importance of brand names in industrial markets", in Baker, M.J. (Ed.), Perspectives on Marketing Management, Vol. 2, John Wiley & Sons, New York, NY, pp. 307-24.
[17]   Fishbein, M. (1967), "Attitude and the prediction of behavior", in Fishbein, M. (Ed.), Attitude Theory and Measurement, John Wiley & Sons, New York, NY, pp. 477-92.Gordon, M.E., McKeage, K and Fox, M.A (1998), "relationship marketing effectiveness: the role of involvement", Psychology and Marketing, Vol.5 no. 5, pp.443-59.
[18]   Jenkins, R. (2004), Social Identity, 2nd ed., Rout ledge, London.
[19]   Johnson, M.D. and Puto, C.P. (1987), "A review of consumer judgments and choice", in Houston, M. (Ed.), Review of Marketing, American Marketing Association, Chicago, IL, pp. 236-92.
[20]   Kotler, P. (1988), Marketing Management: Analysis, Planning and Control, Prentice-Hall, Englewood Cliffs, NJ.
[21]   Kim, P. (1990), "A perspective on brands", Journal of Consumer Marketing, Vol. 7 No. 3, pp. 63-7
[22]   Miller, D.W. and Marks, L.J> "the moderating effect of enduring involvement on imagery-evoking advertisements", American Marketing Association, winter, pp.12-8.
[23]   O'Cass, A. and Muller, T. (1999), "A study of Australian materialistic values, product involvement and the self-image/product image congruency relationship for fashion clothing", Proceeding of the World marketing Congress on Global Perspectives in Marketing for the 21st Century, Qawra, Malta.
[24]   Porter, M.E., 1974. "Consumer behavior, retailer power and market performance in consumer goods industries", Rev, Econ, Stat., 56(4): 419-436.
[25]   Rodgers, W.C. and Schneider, K.C. (1993),"an empirical evaluation of the Kapferer-Laurent consumer involvement profile", Psychology and Marketing, Vol.10 No. 4,pp. 333-45.
[26]   Richins, M.L. and Bloch, P.H. (1986), "after the new wears of: the temporal context of product involvement", Journal of Consumer research, Vol.13 No. 2, pp. 280-5.

[27]   Schiffman, L.G. and Kanuk, L.L. (1997), Consumer Behavior, 8th ed., Prentice Hall, Englewood Cliffs, NJ.

[28]   Schiffman, L.G. and Kanuk, L.L. (1997), Consumer Behavior, 8th ed., Prentice Hall, Englewood Cliffs, NJ.

[29]   Slama, M.E. and Tashchian, A. (1985), "selected socioeconomic and demographic characteristics associated with purchasing involvement", Journal of Marketing, vol.49, winter, pp.72-82

[30]   Tsai, S-P. (2005), "Impact of personal orientation on luxury brand purchase value" International Journal of Marketing Research, Vol.47 No 4, pp. 429-54.

[31]   Teng, L. L. Michel and Z. Huihuang. (2007), the effects of multiple-ads and multiple-brands on consumer attitude and purchase behavior, J. Consum, Mark, 24(1): 27-35.

[32]   Vigneron, F. and Johnson, L.W. (2004), "Measuring perception of brand luxury", Journal of Brand Management, Vol. 11 No. 6, pp. 484-506.

[33]   Yoo, B. and Lee, S-H. (2009), "Buy genuine luxury fashion products or counterfeits?", Advances in Consumer Research, Vol. 36, pp. 280-6.

[34]   Zeithaml, V.A. (1988), "Consumer perceptions of price, quality and value: a means-end model and synthesis of evidence", Journal of Marketing, Vol. 52, pp. 2-22.