

A Study of Factors Affecting Customers’ Satisfaction: - A Case Study of Counterfeit Luxury Brands of the Millennium

Yuyi Li

Assumption University

ABSTRACT

Purpose – This research examines the factors affecting customer satisfaction with the counterfeit of luxury products, the counterfeit luxury market is huge, and the next mainstream consumer class is the millennial. The investigator feels that consumers in this age group ranged are satisfied with counterfeit luxury brands.

Design/methodology/approach – The current study tests the conceptual model and all three hypotheses developed based on the existing literature. The current research is based on existing literature testing conceptual models and assumptions. Analyze variables using semi-structured interview methods. Conceptual models and hypotheses were tested using multiple linear regression (MLR) analysis of survey data from 197 eligible investigators.

Findings – The research results show that the counterfeit luxury brand knowledge of counterfeit luxury brands are related to consumers' satisfaction with counterfeit luxury brands, and ultimately lead to customers' satisfaction with counterfeit luxury brands. Brand awareness has no significant relationship with consumers' attitudes toward counterfeit luxury brands. Brand image and consumers satisfaction have a significant impact on counterfeit luxury brands.

Research limitations/implications – 80% of the data collected in this study came from Chinese consumers, not enough to represent the characteristics of the entire millennial population, although this did not prevent the emergence of significant results. Another 20% comprising multi-nationalities.

Practical implications – The results of this study are of great significance to practitioners and scholars. They help remind relevant brands and industries to focus on the next step in their development. For example, the need to pay attention to the brand image of luxury goods makes consumers have a feeling.

Originality/value – The study found out what the next major group of people in the millennial era is paying attention to and has value for many industries.

Keywords Counterfeiting, Brand image, Brand awareness, Customer's satisfaction