

A Qualitative Study on Counterfeit Consumption

Dr. Abdullah Aldousari

College of Business Administration, Kuwait University

Abstract

This study analyses the results of interviews conducted with Kuwaiti consumers on their consumption of counterfeit luxury goods. The results are analysed based on two dimensions, namely the interpersonal and personal aspects. The interpersonal aspect includes social conformity, conspicuousness, and face-saving, while the personal aspect includes fashion consciousness, brand experience, and adventure.

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