Purchasing Status and Attitude of Female College Students towards Luxury Counterfeit Goods and Their Relationship to Social Self-Concept

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Abstract

The purpose of the study was to analyze the purchasing status of luxury brand counterfeit goods of female college students, and to investigate the influence of students' social self-concept on their attitude towards luxury counterfeit products. The study was implemented by a descriptive survey method using a self-administerd questionnaire. The sample consisted of 224 female college students residing in Seoul and Busan. The data were analysed through frequency, factor analysis, and regression analysis. The results were as follows. First, it was observed that 42.40% of the respondents have had the experience of purchasing counterfeit items. The major reasons for purchasing counterfeit goods, it was discovered, were not only the low price but also their perceived good quality. Among the reasons for not purchasing counterfeit products, the emotional reason was more significant than the intellectual reason. Second, female college students' social self-concept was found to have an influence on their social negative attitudes towards luxury brand counterfeits. Third, it was found that the social self concept was closely related to the satisfaction with the counterfeit purchases. Fourth, it was discovered that the social self-concept of the students significantly affected the intention to repurchase.

Kew Words : Social Self-concept, Luxury Brand Counterfeits, Female College Students.

Ⅰ. Introduction

At the present time, most consumables have symbolic meaning. The motivation of consumer behavior with respect to fashion products is especially closely related to consumers' outlook or value related factors. In general, the preference for famous brand products is caused by not only self-satisfaction but also the need for ostentation and conformity to fashion trends.[1][2]

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It is also related to one's social self-concept which is developed through continuous mutual interaction with others.

Previously, prosperous people in the 30 – 50 age bracket were the main consumers of famous brand products. However, as the average costumer's age has become younger than before, the age of consumers who seek famous brand products is becoming more varied than before. As a result of this trend, and in spite of the economic downturn, the degree of luxury brand product consumption has been increasing continuously. The increase is remarkable especially in the 20-something age bracket of consumers.[3] College students who belong to this age bracket seem to prefer famous luxury brand products. However, because of their economic condition, they cannot afford the high price of famous brand products; thus, they are apt to be interested in the counterfeits. These young consumers have great purchasing power in the counterfeits market due to their passion for fashion and famous brand products. Actually, it can easily be said that they are contributing to the current deluge of counterfeits of global and local famous brands.[4] As the distribution channels of counterfeits are becoming more various-not only on off-line stores but also in open markets or online malls such as Soho Shopping Mall-the amount of sales and consumption of counterfeit items is increasing constantly. Therefore, there is a need for a more effective strategy to reduce the amount of counterfeit goods.

Among various age group, those in their 20's, especially female college students, are in an important position with respect to the process of acceptance and diffusion of fashion trend of the society. This reality means that the information of college female students' purchasing behavior

and attitudes toward counterfeit goods is very useful in the establishment of effective and fundamental strategies designed to reduce the consumption of counterfeits.

Considering the fact that one's self-esteem has an influence on the clothing behavior and consumption behavior of consumers[5], the analysis of female college students' consumption behavior, as related to their self-esteem will enable markers to understand more deeply the consumption behavior with respect to counterfeits. Moreover, the consumption behavior of college students who are in the process of moving from an adolescent period to an adult has a great influence on the culture of consumption not only in the present but also in the future. Therefore, there should be a constant effort to run effective education programs to shape a sound consumer behavior by college students. The effectiveness of the education will depend on how much the relationship between the consumption behavior of students and their socio-psychological factors as well as the results caused by the relationship are understood. However, most of previous studies regarding counterfeit goods focussed on the purchase intentions,[6] purchasing determinants[7] and attitude toward counterfeit.[8][9] Surprisingly, few studies have been made on the socio-psychological factors related consumption behavior with respect to counterfeit goods. In light of the need for additional research, the present study analyzed the influence of female college students' social self-concept on their attitude toward counterfeit products in order to understand their consumption behavior of counterfeits. The data gained in such a study can contribute to the formation of more effective education to cultivate sound consumer behavior.

II. Review of Literature

1. Status of the Counterfeit Market

Counterfeit products are similar to or nearly the same as the products that are registered for the trademark protection, and counterfeit goods are circulated without official approval from the holder of the registered trademarks. The meaning of the expression "famous product," as described with a dictionary definition is "an excellent work with a traditional history or a product that has won fame due to its superior quality.[10] However, in Korea, the term "famous product" means a high-priced product of a very famous global brand.[11] The counterfeits of this famous products, could be classified in two ways: as either deceptive counterfeits that are sold as if they were genuine and non-deceptive counterfeits that are sold openly as as counterfeits themselves.[12)13] In this study, the meaning of the expression "counterfeit goods" was considered to refer to non-deceptive counterfeits.

In the case of fashion products, famous brand products possessing a high-class image are naturally a target for major counterfeiting. The reason is that consumers having a desire for ostentation want to acquire the image value of high-priced famous goods by purchasing low-priced counterfeits.[14] The size of the market of famous products increased from ₩3,500 billion in 2010 to ₩5,000 billion(estimated amount) in 2011, and consumption of famous goods is no longer considered as a consumption for the purpose of ostentation but as conformity to or a part of consumption for daily life.[15] Owing to this trend of consumers' perceived needs for purchasing famous brand products, the market of counterfeits illegally using logos or designs of famous luxury brands

has been growing rapidly. According to the ICC (International Chamber of Commerce), as of 2010, the world-wide market for counterfeits is estimated at about $600 billion, and is expected to double by 2015.[16] The Korea Customs Service reported that the number of prosecutions for counterfeit goods totaled 940 in 2007, and 763 in 2009. However, the amount of counterfeit goods sold doubled, from ₩680.3billion in 2007 to ₩1250.6 billion in 2009.[17] According to the Korean Intellectual Property Office, during the six years after 2003, 53.4% of exposed counterfeits were of famous global brands such as Chanel, Louis Vuitton and Gucci.[18] Recently, the quality of counterfeit goods is so improved that differences can hardly be found between the counterfeits and the original products. This technical improvement meets the desire of consumers who want to have famous brand products, but who can not afford to purchase such high-priced products. Tomas, D.[19] said that global famous brand industries themselves offered motivation for the appearance of the counterfeits market by applying the principles of capitalism, mass-production and mass-selling, to famous luxury brand industries as well as by out-sourcing product manufacture to developing countries in order to lower cost. Also, while famous luxury brands have attempted to meet the needs of middle class people by introducing low-priced articles, such as accessories and perfume, it has been counterfeit products, in many cases, that have actually fulfilled the middle class people's eagerness for famous luxury brand products. Consumers chose to purchase counterfeits rather than the real famous luxury brand products. According to a previous study,[20] 72.2% of respondents admitted to the experience of purchasing counterfeits.

Owing to the great progress afforded by the

Internet, online malls have became another distribution channel for counterfeits. It is comparatively easy to build s cyber mall site carrying counterfeits. Moreover, it is not so difficult for cyber malls to use illegally the real marketing images and brand logos. Of course, the famous brand product industry considers their image to be damaged by the selling of counterfeits at online malls. As a result, famous brands in many countries have restricted their sales at online retailers and online auction sites. Taobao(www.taobao.com) and Alibaba(www. alibaba.com.cn) that are two of the biggest Internet shopping malls in China, and they have frequently been cited as principal offenders in the selling of counterfeit products.[21] The Fair Trade Commission of Korea reported that the total value of counterfeits on sale at the online mall G -Market is about ₩26 billion which amount to 20% of the total amount of counterfeits in all kinds of distribution channels.[22]

The problems with counterfeit products are nto limited to countries like Korea. In the U.S.A., the luxury brands LVMH and Tiffany accused Online auction site eBay for its negligence in monitoring and stopping the sale of counterfeit products on eBay. A court in France, where LVMH is based, considered a lawsuit for damage caused by eBay made a judgement against eBay, while a court in New York, where Tiffany is based, decided a similar lawsuit in favor of eBay. As shown in these case, there is a difference in legal judgement that are rendered relative to the sale of counterfeits according to laws of the respective countries.[23] The Fair Trade Commission of Korea gave orders to G-market to strengthen their rules related to the sale of counterfeit products. However, because of the impossibility of ferreting out counterfeits

among all the huge number of products selling on online malls, the results of the orders are not so successful.[24]

Commercial transaction involving counterfeits are becoming international and are involving increasingly large-sized transactions. As a result, the increasing market for counterfeit products is causing many problems not only for consumers but also for manufacturers of famous brand products, distributors, and the whole of the fashion business. To demonstrate the extent of the problem, Havocscope (www.havocscope. com) offering information on the world black market, reported that, as of April 2011, the United State of America ranks first in black market sales with a total of about $225 billion of counterfeit products sold; Japan holds second place, with a total of about $75 billion; China is in third place, with about $60 billion of sales; and Korea ranks fourth, with an estimated $14 billion of sales.[25] Counterfeits of famous luxury brands especially have the possibility of causing depreciation of nation's credit and conflicts with respect to commercial trade between countries. Therefore, European countries and the United States of America are contriving to exterminate counterfeit selling. ICC projected that 1.2 million workers in Europe might lose their job by 2015 due to the distribution of counterfeits. As the damage is looming larger, Germany has established specific policies to strengthen the punishment for infringement of trademark rights and the European Community as a whole has implemented regulations to protect intellectual property.[26] During the last several years, Korea was included in a priority watch list that the United States Trade Representative(USTR) considers as a nation having few regulations or very weak ones to protect intellectual property. However, Korea has been exempted from the list

for 3 years since 2009 owing to the positive and substantial effort of the Korean Government.[27] In spite of that fact, according to a report of the OECD, illegal counterfeits and merchandises infringing of copy rights comprises 0.63% of whole Korean trade, which is a higher percentage than the that of the U.S. (0.13%), England (0.12%), France(0.08%), and Japan (0.04%).[28] Considering this fact, it could be said that Korea still has serious problems related to counterfeits of famous brands and disregard of intellectual properties.

2. Previous Studies on Fashion Counterfeits

Attitude, subjective norm, and perceived behavioral control are significantly related to intent to purchase fashion counterfeit goods.[29] Consumers who evaluated the counterfeit more similar to the originals had more positive attitudes toward purchasing counterfeit luxury brands.[30] Consumers' desire for popularity is one of the variables affecting the purchase of counterfeits and the consumers of twenties and thirties that are sensitive to the new popular fashions prefer counterfeit goods to imported original products.[31] Lee and Chang[32] indicated that the attitudes toward counterfeit was composed of four factors; comparison with genuine goods, counterfeits as alternative, approval of counterfeits purchase, and illegality of counterfeit manufacturers. And higher brand loyalty group had more negative attitudes and lower purchasing intention toward counterfeits than other groups. Higher consumer-brand relationship was correlated with higher preference and satisfaction, and lower purchasing attitudes toward counterfeits. Also, among the three groups(heavy/middle/low) of consumer-brand relationship, the heavy group had higher preference and satisfaction, and

lower purchasing attitudes toward counterfeits.[33] According to Lee et al.,[34] attitude toward fashion counterfeit had a directly negative effect on brand attachment, not on brand equity. Attitude toward fashion counterfeit did not have a direct effect on the brand equity. However, it had an effect on brand equity through brand attachment. Chung and Kim reported that social-face sensitivity, conspicuous consumption and the preference of luxury fashion goods has effect on purchasing behavior of fashion counterfeits.[35] Oh and Hwang[36] said that high school students' purchasing intentions of jean brand counterfeits are related to their self-esteem and public self-consciousness.

According to Lee and Shin,[37] there were differences between purchasing group and non-purchasing group in terms of materialism and shopping values; that is, those who had purchased fashion counterfeits showed higher scores on materialism and hedonic and social shopping value than those who had not. However no difference was found between counterfeit purchasers and non-purchasers on their ethical ideologies.[38]

3. The Relationship of Self-Concept and Consumption Behavior

Self-concept is a system that consists of a sense of value, aims, and ideals which, in turn, decides the direction of personal behavior.[39] In terms of psychology, self-concept has been described as "self-as-object" and includes self-evaluation of the self-as-object.[40] Self-concept begins from self-consciousness, and self consciousness could be classified into two sectors; private self-consciousness focusing on internal thought and emotion, and public self-consciousness focusing on social subject.[41] Public self-consciousness regards self as the

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subject observed by others and is interested in wearing clothes and exhibiting certain attitudes. This public self-consciousness leads to the social self. Social-self, as a part of self-concept, is a internal concept of self-appearance that the individual forms by the way others receive himself or herself. Also, social-self means embracing self-evaluation at the social point of view. That is, social self-concept is a perception formed by the evaluation of important persons including parents, teachers, and one's peer group.[42] Through an internal concept of self-appearance and perception formed by others' evaluation of oneself, the rule of one's behavior is formed.[43] Therefore, one's social self-concept displays the degree to which one adopts oneself to the social environment. Since adopting oneself to the social environment can not be isolated from the recognition of self appearance, one's behavior as related to clothing is influenced by self-concept. In other words, the attitude toward self, whether it is positive or negative, affects decision making for purchase. Also, especially fashion items can especially be used to reinforce the one's self esteem or compensate oneself.[44] According to Park Eunjeong and Chung Myungsun[45] the self-esteem of female college students has an influence on their behavior respective to the management of appearance, especially when they choose their clothing. Chung Misil and Lee Keumsil[46] reported that a group with higher self-esteem exhibits a greater intention to improve appearance. Moon Heykyoung and Yoo Taisoon[47] reported that a group with higher self-esteem, more than a group with lower self-esteem, is concerned about fashion ability and the amusement factor of clothing, and that a group showing lower self-esteem is more interested in conformity with other's clothing.

Shin Hyojung, Lim Sookja[48] likewise reported that a group having less positive self-concept shows conformity more often.

To appay the preceeding observations to the subject of counterfeiting, it can be noted that the degree of pursuing conformity has an influence on the purchase of famous brand counterfeits,[49] and adolescents having a higher degree of pursuing clothing conformity and consumption for showing off have a higher tendency to purchase famous brand counterfeits.[50] Hwang Choonsup[51] also reported that the group having a lower social self-concept showed a higher tendency of ostentation-oriented consumption. According to another study,[52] one's public self-consciousness is a psychological factor affecting clothing behavior. Shin Sooray and Ryoo Sookhee[53] also reported that the person having higher social self-esteem accepted fashion trends more positively. Considering the results of previous studies mentioned above, the notion of self-concept should be understood as an important factor affecting consumer behavior including purchasing counterfeit products.

III. Methodology

1. Research Problems

Based on the review of previous studies, the following research problems were raised :

1) to survey college female students' purchasing status of fashion luxury brand counterfeits

2) to investigate the influence of the social self-concept of female college students on their attitudes toward fashion luxury brand counterfeits.

3) to investigate the influence of their social self-concept of female college students on the

satisfaction with fashion luxury brand counterfeits.

4) to investigate the influence of the social self-concept of female college students on their intention to repurchase fashion luxury brand counterfeits.

2. Instrument

A descriptive survey method using a self-administered questionnaire was employed to implement the study. The questionnaire comprised four sections : social self-concept, attitude toward counterfeit products, satisfaction with counterfeits, and purchasing status with respect to counterfeits. The social self-concept of female college students was represented by a score measured by a standardized self-concept test which was developed by Chung Wonshik.[54] A high score on this test reflects one's stable and desirable or positive characteristics with regard to social relathionships, and a low score means the opposite. The Cronbach's alpha total reliability coefficient of 18 items measuring social self-concept was 0.85.

Items to measure a negative attitude toward counterfeit products was developed based on previous study,[55] and the coefficient of Cronbach's of the 6 items was 0.80. The questions regarding the satisfaction with counterfeits after purchasing and the intention of re-purchase were selected also from previous studies.[56][57] The coefficient of Cronbach's alpha of them were 0.70 and 0.79, respectively. Items to measure the status of purchasing counterfeits implied purchasing motivation, place, and articles to purchase. Most of the questions were five-point Likert type scales ranging from 1=strongly disagree to 5= strongly agree.

3. Sample and Data Analysis

The sample consisted of 224 female students of colleges located in Seoul and Busan. The survey was conducted during the period of October 15 through 30, 2010. Data were analyzed by descriptive statistics, factor analysis, and regression analysis using SPSS 17.0.

IV. Results

1. College Female college Students' Purchasing Status of Luxury Brand Counterfeits

As shown in <Table 1>, 57.6% of the respondents did not have an experience to purchase luxury brand counterfeit goods. This ratio of respondents not having such an experience is lower than the ratio observed in a previous study conducted in 2003.[58] Considering this result, one might think that the consumption consciousness is turning in a desirable direction; however 42.4% of respondents answered that they had actually purchased a counterfeit, indicating that countermeasure are still required. With respect to the number of counterfeits owned, 1-2 pieces were owned by 27.2% of the respondents; a total of 12.1% answered that they owned 3-4 pieces, and 2.2% owned more than 5 pieces. Namdaemoon and Dongdaemoon Markets were the places where they purchased counterfeits most frequently(35.8%). Large on-line malls such as open markets (31.6%) and small internet retailers (14.7%) also could be considered as a major markets for purchasing and selling of counterfeits. In the past, most counterfeits were sold at Dongdaemoon Market or Itaewon.[59][60] However, recently, it can be said that as the number of consumers who enjoy

Internet shopping has increased, the distribution channels of counterfeits have expanded to include online malls.

Considering the question of motivation for counterfeit purchasing, the results showed that "design or color" was chosen by the largest number (47.4%) of respondents, followed by "Lower price than that of real article" (28.4%). This result indicates that the main reasons for purchasing counterfeits consist of not only low price but also their design or color, a fact that reflects the reality that counterfeit products are becoming another unique product group.

Among specific counterfeit items the respondents have owned, handbags were purchased by the largest number of respondents (43.1%), followed by clothes (21.6%), and purses(9.5%). This result supports the results of previous studies.[61)62)] The analysis of reasons for *not* purchasing counterfeits indicated that the ratio of emotional reasons such as "ashamed of purchasing counterfeit products" (24.0%), "no interest in luxury brands" (23.3%), "interested only in real products" (23.3%), was higher than rational reasons such as "no information on counterfeit products" (17.1%), and "counterfeit products are illegal" (12.4%).

2. The Influence of social self-concept on Respondents' attitude toward counterfeits

<Table 2> shows the results of the confirmatory factor analysis using Varimax rotation to test the validity and reliability of the conceptual construction of attitudes towards luxury counterfeit goods. According to the results of factor analysis, female college students' attitudes towards luxury counterfeits consisted of two factors: social negativeness associated with a negative sense with regard to social aspects, and emotional negativeness associated a negative sense with respect to emotional aspects. The total explained variable was 67.86%, and Cronbach's alpha coefficients ranged from 0.806~0.814 showing moderately high reliability.

To identify the influence of the social self-concept of female college students on their attitudes towards counterfeits, regression analysis was implemented and the results are shown in <Table 3>. The results revealed that social self-concept does not have influence on the emotional negative attitude but the social negative attitude is influenced by one's social Self-Concept. That is, as a student's social Self-Concept score climbs higher, the student's social negative attitude against counterfeits rises higher. Therefore it could be said that when a positive social self concept is formed, the respondents show more social negative attitudes towards counterfeit goods.

3. The influence of social self-concept on satisfaction with counterfeits after purchase

In order to identify the influence of the social Self-Concept of female college students on the degree of satisfaction with counterfeit goods owned, simple regression analysis was conducted. As shown in <Table 4>, the higher the Self-Concept score of a female college student is, the lower the degree of satisfaction with counterfeit goods is. That is, Social Self-concept has a negative influence on the degree of satisfaction with luxury counterfeit goods. This result is different from the result of a study conducted by Lee Misook[63)] which concluded that social Self-Concept had a positive influence on the degree of satisfaction with clothes. It seems that this difference of results was caused by the different character of

<Table 1> Status of counterfeit luxury brand purchases

Contents	Items	Frequency	%
Buying Experiences of Counterfeit products	Experienced	95	42.4
	No Experience	129	57.6
Number of the Counterfeit products owned	0 pcs	131	58.5
	1-2 pcs	61	27.2
	3-4 pcs	27	12.1
	more than 5 pcs	5	2.2
Total		224	100.0
Place of Purchase counterfeits	Namdaemoon Market, Dongdaemoon Market	34	35.8
	Large Internet Markets	30	31.6
	Small Internet retailers	14	14.7
	Overseas	8	8.4
	Etc/others	9	9.5
	Total	95	100.0
Motivation for purchasing Counterfeits	Design, Color	45	47.4
	Lower price than Original	27	28.4
	Look exactly like Original	8	8.4
	Fun & Exciting	8	8.4
	High price for local fashion brands	4	4.2
	Friend's recommendation	3	3.2
Total		95	100.0
Items have owned (Multiple-choice)	Bag	50	43.1
	Clothing	25	21.6
	Purse	11	9.5
	Watch	7	6.0
	Shoes	7	6.0
	Jewelry	2	1.7
	Etc/others	14	12.1
Total		95(116)	100.0
Reason for Not Purchasing Counterfeits	ashamed of purchasing counterfeit products	31	24.0
	no interest in luxury brands	30	23.3
	interested only in real goods	30	23.3
	no information on counterfeit products	22	17.1
	counterfeit products are illegal	16	12.4
Total		129	100.0

<Table 2> The result of factor analysis of attitudes towards counterfeits

n=224

Factors	Items	Factor loadings	
		1	2
Factor 1. Social negative	Luxury counterfeit products hinder fairness in the competition system.	.817	.217
	Production and distribution of luxury counterfeit products is illegal.	.803	.022
	Luxury counterfeit products are harmful for the improvement of fashion market	.778	.189
	Purchasing and consumption of counterfeit products is illegal.	.675	.375
Factor 2. Emotional negative	I think negatively of the person who ha.ve luxury counterfeit products.	.013	.817
	Consumption of luxury counterfeit goods is shameful behavior	.201	.812
	Purchasing counterfeit products should be blamed.	.362	.803
	Eigen value	2.993	1.079
	Variation (%)	49.879	17.981
	Cumulative Variation (%)	49.879	67.860
	Cronbach'α	.814	.806

<Table 3> The result of Regression Analysis of the influence of Social self-concept on attitudes towards counterfeit products

n=224

Dependent Variables	Independent Variable	B	β	T	R^2	F-value
Social negative	Social self-concept	0.786	0.376	6.052	0.142	36.626***
Emotional negative		0.023	0.011	0.161	0.101	0.026

***$p<.001$

<Table 4> The results of regression analysis of the influence of social Self-Concept on the satisfaction with counterfeit goods purchased

n=95

Dependent Variable	Independent Variable	B	β	T	R^2	F-value
Purchase satisfaction	Social self-concept	−.800	−.330	−3.375	.109	11.392*

*$p<.05$

research subjects of each study: general clothes was the subject of Lee's study, and luxury counterfeit products were the focus of the present study. However, the results also confirm that one's social Self-concept is a factor affecting behavior related to fashion products, and that, in the case of counterfeits, which have a negative perception in society, one's social self-concept has a negative influence on the satisfaction degree. In addition, one's social Self-Concept affects the attitude against counterfeit products as well as the actual purchasing behavior. Therefore, forming a sound social Self-Concept could be a way to lower the consumption of counterfeits.

4. The influence of social Self-Concept on the intention of repurchasing luxury counterfeit goods

A simple regression analysis was performed to look into the influence of female college students' social Self-Concept on their intention of repurchasing luxury counterfeit goods. <Table 5> shows the results. The regression model was significant at a 0.01 significance level. According to the results, the social Self-Concept of female college students affected the intention of repurchase luxury counterfeit negatively. That is, as higher the social Self-Concept of a female college students rose higher, the intention of

repurchasing counterfeit goods decreased. This result can be interpreted o mean that, if a sound social Self-Concept is formed, the desire for repurchasing counterfeit goods is lowered, even though a person has already purchased it once. However, these results could be reconfirmed by supplementing the model used in this study, for example, by adding more explanatory variables in order to increase the explanation ability.

V. Conclusions

The present study was conducted to investigate the counterfeit luxury purchasing status of female college students and the relationship between their social self-concept and their attitudes towards counterfeits, including perception, purchasing satisfaction, and intention of repurchasing. The results and implications of the study can be summarized as follows.

First, 42.40.6% of the respondents had the experience of purchasing luxury brand counterfeit goods, and their main reasons for purchasing counterfeits were not only the low price but also the products' design or color, a fact that reflects that a counterfeit product is becoming another unique product group in the marketing of fashion products. Bags, clothes and purses

<Table 5> the results of Regression Analysis of the influence of Social self-concept on the repurchase intention of Counterfeit Products.

n=95

Dependent Variable	Independent Variable	B	β	T	R^2	F-value
Repurchase intention	Social self-concept	−.749	−.309	−3.137	.196	9.841**

**p<.01

were the major counterfeit articles owned by female college students. Not only Namdaemoon and Dongdaemoon Markets, but also various on-line channels were referred to as paths for the purchasing of luxury counterfeit products. Among the reasons for not purchasing counterfeits, the emotional reason was more significant than the intellectual reason.

Second, female college students' negative attitude towards luxury brand counterfeits, when it exists, consists of two factors; social negative and emotional negative. Also, one's social self-concept has an influence on the social negative attitude towards luxury brand counterfeits.

Third, it was found that the students' social self-concept was closely related to their satisfaction with counterfeit purchases. That is, as the social self-concept climbed higher, the satisfaction degree with regard to counterfeit purchases decreased.

Fourth, it was found that one's social self-concept significantly affects the intention of repurchasing. That is, the higher one's social self-concept, the lower the intention of repurchasing a counterfeit.

Considering the results of the study mentioned above, it appears that the trade in luxury brand counterfeits can hardly be removed only by regulation or focusing on its illegality. More fundamental policies, including educational activities, that are designed to cultivate a culture of sound emotional ethics of consumers and distributors are needed. Also, programs that can help in forming a sound social self-concept in students' minds are needed to diminish their interest in the purchase of luxury counterfeit goods.

Some limitations in this study should be noted. The samples of the study were selected only from Seoul and Busan by the convenience sampling method. Also, the study was limited to the social self-concept among the different categories of self-concept. Therefore, further studies with respect to other categories of self-concept are recommended for a more comprehensive understanding of the relationship between self-concept and the behavior associated with the purchase of luxury brand counterfeits.

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