

# Determinants of ambivalence to the purchase of counterfeit luxury goods

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## **Abstract**

This research examines the effect of ambivalence on the attitude toward counterfeit luxury products. It proposes and tests a model with key antecedents to attitudinal conflict and overall predisposition to the purchase of counterfeit goods (perceived social risks; perceived psychological risks and perceived quality). Findings reveal that subjective ambivalence is grounded in the perception of social and psychological risks attached to the purchase of counterfeit goods. It is reinforced by experience and purchase of counterfeit products. Results are discussed in relation to framing of persuasive messages.

**Keywords:** *Ambivalence; Counterfeit; Perceived Risks*

**Track:** Consumer Behaviour