

# From luxury to affordable: The role of design similarity in shaping dupes' appeal and intentions to purchase and to give them away

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## **From luxury to affordable: The role of design similarity in shaping dupes' appeal and intentions to purchase and to give them away**

*Abstract:* This research investigates the influence of design similarity on the appeal and intentions to purchase or gift dupes—products resembling luxury products without being counterfeits. Across two experimental studies, we examined how design resemblance impacts consumer attitudes toward the dupe and behavioral intentions. The results provide a better understanding of how dupes use their similarity to luxury products to attract consumers. The more a product's design resembles that of a luxury brand, the more favorable the attitude towards the dupe and the intention to buy it. A dupe is more likely to be accepted and purchased when its design is somewhat similar to that of a luxury product, rather than being identical. The findings contribute to understanding dupes' growing market appeal and provide insights into brand management, emphasizing the role of design similarity in shaping consumers' attitudes and intentions.

*Keywords:* dupes; luxury brands; intentions

*Track:* Product and Brand Management