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Effects Of Counterfeits On The Image Of Luxury Brands

By Putra, Bryan Andrian

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Indonesian Customer Perspective | Counterfeiting is one of the fastest growing threats in the economic world and becoming one of major crimes in modern economies. Moreover, counterfeiting has infiltrate upon international trade through penetration of global market. Fashion industry is also one of the victims of counterfeiting. The range of counterfeits products has broadened and across many aspects from consumer goods to luxury goods. This book, hence, offers the effect that counterfeit goods induced to the image of luxury brands from the perspective of customer. Four major luxury brands are used to become a basis for evaluation and experimentation were conducted to see whether customer's perspective were intruded by the existence of counterfeit goods. The implication of this study should be beneficial not only to existing market but also to the future of marketing luxury products. Furthermore, the analysis should be useful for people who are interested in fashion industry and especially connoisseurs in marketing and communication fields. | Format: Paperback | Language/Sprache: english | 124 pp.



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