

Measuring Kuwaiti consumer's drivers to purchase counterfeit apparel using the stimulus-organism-response (S-O-R) model

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Abstract

The current research aims to use the Stimulus-organism-response (S-O-R) model to measure the effect of the previous experience of the product, the appearance of the product, the sleekness of the new, and the utilitarian attitudes on the Kuwaiti consumer's decision to buy counterfeit apparel. The research relied on designing a questionnaire that was distributed to a random sample of 318 consumers in Kuwait. The results of the research, using the partial least squares analysis method - structural equations analysis, indicated that previous experience had a positive effect on the utilitarian attitude of the consumer towards counterfeit apparel. Results also indicated that the appearance of the product had a positive effect on the consumer's sense of pleasure towards counterfeit apparel. It also turned out that the sleekness of the new had a positive effect on the consumer's feeling of pleasure towards counterfeit apparel, that the utilitarian attitude had a positive effect on the consumer's intention to buy counterfeit apparel, and that the hedonic attitudes had a positive effect on the consumer's intention to buy counterfeit apparel.

Keywords:

Counterfeit apparel, the Stimulus-organism-response (S-O-R) model, purchase intention, Kuwait