

**LITERATURE REVIEW AND FUTURE DIRECTIONS FOR STUDYING CONSUMER PURCHASING OF
COUNTERFEIT GOODS**

Meilian Liu, School of Business, Guilin University of Electronic and Technology, China
Peng Hou, School of Business, Guilin University of Electronic and Technology, China

[dx.doi.org/10.18374/EJM-16-1.10](https://doi.org/10.18374/EJM-16-1.10)

ABSTRACT

Entirely based on literature review, this essay focuses on the production and purchasing of counterfeit goods. It explores the consumer's reasons and inclinations for purchasing counterfeit goods, states the definition of counterfeiting, analyzes the characteristics of such goods, and briefly discusses the theoretical models of counterfeit goods, the type of counterfeit goods, and the various views about the consumer's attitude to counterfeit products. The review ends by pointing out a few faults of the current approaches and briefly outlining future research directions.

Keywords: *Counterfeit goods; Consumer Attitude; Consumer Intention; Literature Review*