

Consumer Complicity toward Luxury in Developing Countries

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Abstract : After all, collectivism moderate is one of the biggest issues that drive complicit behavior toward luxury in Indonesia and Thailand. The nature of collectivism that we find on this research would probably break the problems of the gap about the nature of complicit behavior. Precisely, we could probably drive to the further research about: 'Is there any pattern to describe consumer behavior toward counterfeit luxury goods among market in developing countries? Furthermore, is there any possibility to manipulate that pattern and bring the new concept of local/traditional luxury teste toward consumers in developing countries?'

Keywords : complicity, consumer complicity, counterfeit, consumer behavior, luxury goods, marketing, Indonesia, Thailand

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