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## **Self Brand Connection for Levis Jeans vs. Counterfeit Levis Jeans**

Bilal Shah Khan

This paper delves into the concept of self brand connection and the impact that brands have on the consumers self image. From this concept we explore the level of brand association that exists among the consumers for the counterfeit products and explains the effects of self branding like self enhancement and impression management that vary with the use of original and fake products.

### **Purpose**

The research paper examines the self brand connection of people who wear original Levis jeans and compare the differences that exist among the class that wear counterfeit Levis and the way that affects their self Image and brand connection. Literature Review: The research has been in continuation with the already present work on self brand connection by Escalas and Bettman in the area of self brand connection.

### **Research methodology and Design**

Research design that has been selected for the purpose of this study is quantitative. A survey method has been employed and survey research was carried out with the consumers who wear jeans and in particular Levis jeans.

### **Population**

The population was defined as consumers who live in different areas of Karachi and fell in the age bracket of 15-50.

### **Sampling Size**

Total number of questionnaires that were filled was around 150 out of which 50 questionnaires were discarded for the reasons like incomplete survey filling and lack of seriousness shown by few respondents. Findings: The findings of this research will be shared after the analysis has been completed.

### **Limitations**

This paper has been written under limited time and with less economic resources.