

Analysis of factors influencing purchase intention

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ABSTRACT

Currently, the use of counterfeit products in Indonesia is increasing. Handbags are among the most widely used counterfeited products. This study aims to measure consumer behavior when purchasing fake bags. Research data were obtained by distributing questionnaires to 240 potential consumers who used counterfeit handbags. The collected data were processed using the Smart PLS software. This study found that novelty seeking, status consumption, and brand consciousness shape attitudes toward counterfeit products, whereas perceived risk and integrity have no bearing on these attitudes. Additionally, perceived risk, brand consciousness, and attitude toward counterfeit products directly influence purchase intention, whereas novelty seeking, status consumption, and integrity do not impact purchase intention. Notably, a significant influence on purchase intention was observed when mediated by attitudes toward counterfeit products in the case of novelty seeking and status consumption. However, perceived risk, integrity, and brand consciousness do not influence purchase intention when mediated by attitudes toward counterfeit products.

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1. Introduction

The sales of counterfeit products in Indonesia is on the rise (Netriana 2017). Indonesian Society Against Counterfeiting (ISAC) faces challenges with replica products across global industries. According to reports from the International Trademark Association (INTA) and the International Chamber of Commerce (ICC), the global counterfeiting and piracy market is projected to reach \$2.3 trillion by 2022. Based on statistical data, the Intellectual Property Office reported that counterfeit products have increased since 2015 (Bian et al., 2016). According to the Central Bureau of Statistics, in 2023, Indonesia's population reached 278.69 million people by mid-2023. The increase in population is expected to impact the demand for counterfeit products despite the significant loss of Rp 291 trillion from the sale of replicas in

Indonesia (Hadiwijaya, 2015). At the international level, losses amounted to 2.3 trillion U.S. dollars (Sheilindry, 2021).

The most commonly replicated fashion items are bags and shoes. The bag is a portable storage container. Women should consider complementing their appearance when choosing a handbag. Famous brands offer stylish options (Bora & Rahmawan, 2022). In business, some merchants sell imitation bags for popular brands at affordable prices accessible to everyone (Sartika, 2021). Talks regarding counterfeit products often highlight their significant economic impact, particularly in the European Union (EU). In 2019, the EU imported replicated and pirated products worth €119 billion, 5.8% of the total goods imported into the EU. It is worth noting that there is a growing trend among young Europeans to purchase replica goods. In Indonesia, the ISAC survey results revealed a yearly increase in economic losses due to product counterfeiting. In 2005, economic losses were recorded as Rp 4.41 trillion, but sharply increased to Rp 65.1 trillion in 2014.

The use of replica products has a destructive effect on users. Pontororing and Andika (2019) outline five impacts of purchasing replica products: deceiving oneself, committing illegal acts, damaging Indonesia's image, causing state economic losses, inhibiting innovation, and losing elegant factors. This not only harms buyers, but producers of original brands are also affected by the declining sales and turnover caused by the circulation of replica products. Research on replica products is popular in the marketing field. In Indonesia, research on replica products appears annually (Amjad & Mahmood, 2018; Kusuma, 2021; Mayasari et al., 2022). Similarly, in international research, replica products have become an interesting topic in many countries (Abdullah & Yu, 2019; Jiang et al., 2019). However, research on consumer behavior in buying replica bags is still worthy of being conducted on the topic of marketing in Indonesia.

This study examines the consumer buying patterns in each region of Indonesia. The results of this study are expected to be a source of data for the government to understand consumer behavior when buying replica bags so that policymakers can formulate programs related to the replica bag trade. According to Featherman and Pavlou (2003), perceived risk is the likelihood of loss from using electronic services to achieve desired outcomes. According to Schiffman and Kanuk (2007), consumers become anxious if they cannot predict the consequences of their purchasing decisions. The level of perceived risk depends on the individual consumer (Haryani, 2019). Perceived risk is the view of each consumer regarding the risk of purchasing counterfeit products with unpredictable consequences in the purchasing decision. Perceived risk factors include financial, psychological, social, operational, time, and physical risks. If a consumer considers integrity or honesty to be one of the most important values in life, they will not find it acceptable to purchase counterfeit goods.

Martinez and Jaeger (2016) emphasized the ethical dimensions of counterfeit shopping, including ethical commitment, ethical judgment, and personal integrity. Consumers with strong ethical beliefs do not implicitly support illegal activities. From this understanding, it can be discerned that consumers with high levels of honesty will not purchase counterfeit or illegal products. This would also tarnish their reputation if it became known within their social and personal moral standards, and adherence to the law determines their honesty. Individuals desire to seek new stimuli, and the actual behavior of seeking novelty is expressed through conscious novelty-seeking. The novelty of the products introduced can increase consumer interest, prompting them to seek relevant information about product prices. Novelty also has a significant positive relationship with the intention to purchase counterfeit products, indicating that those seeking novelty form an intention to buy counterfeit products (Amjad & Mahmood, 2018).

Status-consuming consumers seek self-satisfaction with products and typically opt for products from well-known brands. Consequently, they experienced a sense of identity and attachment to a particular category (Moon et al., 2018; Kusuma, 2021). Status-consuming

consumers are willing to pay more to purchase counterfeit goods if the product has a social status. Branded counterfeit products can help consumers enhance their social image and stimulate their desire to buy counterfeit goods, as well as provide them with a certain level of satisfaction.

Brand consciousness refers to consumers' psychological inclination towards products with well-known brand names when making purchase decisions. Individuals with heightened brand consciousness are inclined to choose branded items to convey their desired self-image and align themselves with a perceived elevated social status (Tseng et al., 2021). Consumer attitudes towards counterfeit luxury brands have led to more consumers purchasing counterfeit brands. On the other hand, critical consumer attitudes towards counterfeit luxury brands mean that, regardless of the product type, attitudes are a reasonable factor that an individual's behavior can predict. This means that an individual's attitude towards an idea influences his intention towards that idea. In addition, it is crucial to consumers' desire to buy counterfeit or genuine branded goods (Tseng et al., 2021). Purchase intention is the final step in consumers' selection and purchase of a product. Interest in buying counterfeit products arises when the attitude towards counterfeit products is initially stimulated by perceived value and product quality. According to the Theory of Planned Behavior (TPB), purchase behavior is determined by purchase intention, while repeat purchase intention is determined by attitude (Dwobeng et al., 2020).

2. Literature Review and Hypothesis Development

2.1. Literature Review

2.1.1. Replica Bag

In Indonesia, the use of replica bags has been rife. Replica luxury goods are popular among the middle-class in Indonesia because they are relatively cheap compared to the original bags and are easily accessible to the public. According to one study, this group buys such goods to keep up with global trends. In this study, replica items became popular because middle-class consumers could not afford luxury branded products (Ndereyimana et al., 2021). Batam City is situated in the area's Free Trade Zone (FTZ), known for its distinct features compared to other areas. In principle, an FTZ is a designated tax-free area in a country that operates under rules providing special investment incentives. The general purpose of implementing the FTZ scheme is to serve as a means to boost economic growth. The establishment of an FTZ has triggered rapid growth in various socioeconomic sectors in Batam City (Fakhira & Cahyono, 2022). This policy significantly impacts the entry of replica bags into Batam City. Shopping centers, grocery stores, and online shops sell these bags at a lower price than branded bags. Replica bags are imitations of luxury branded bags and are often purchased by people who aim to elevate their social status. However, selling counterfeit luxury bags can result in financial losses for manufacturers of authentic luxury bags and the government. Some famous brand bags often used as replica bags are Dior, Yves Saint Laurent, POLO, and Louis Vuitton (Fenitra & Haryanto, 2019).

2.1.2. Perceived Risk

Online shoppers often feel uncertain about the buying process, mainly when dealing with lesser-known brands that cannot guarantee a low risk. As brand popularity increases, consumers seek information about it. The more easily accessible this information is, the greater the perceived risk to consumers (Rahmi et al., 2022). Perceptions of risk are of utmost importance in influencing consumer choices. According to the theory of perceived risk, individuals prioritize minimizing the chances of errors

rather than maximizing benefits when they participate in a risky activity (Elsantil & Bedair, 2022).

2.1.3. Novelty Seeking

Individuals are driven by their desire to seek novelty, which compels them to explore new information. The desire to seek novelty can be classified into two categories: innate (inherent novelty seeking) and realized desires (actualized novelty seeking). Inherent novelty seeking refers to an individual's natural inclination to discover new stimuli, while actualized novelty seeking reflects their actual behavior when encountering new stimuli (Mayasari et al., 2022). Counterfeit items are attractive to consumers because of their affordability, and the market offers numerous alternatives to branded products. Consequently, consumers purchase counterfeit products to satisfy their desire to try something new and out of curiosity (Moon et al., 2018).

2.1.4. Status Consumption

Status consumption occurs when people use certain brands to showcase their social status and personal image through fashion. Meanwhile, consumers buy high-fashion products to display their status to others (Abdullah & Yu, 2019). Engaging in status consumption is a common way for individuals to regain a sense of self-value, because owning status symbols can provide psychological benefits that help heal wounded self-esteem (Cui et al., 2020).

2.1.5. Integrity

Integrity is an instrumental value, as it helps achieve higher-level objectives such as personal satisfaction, love, compassion, freedom, and happiness. Consumers who prioritize integrity state that they do not support illegal activities, including counterfeiting (Singh et al., 2021). Integrity pertains to an individual's perception of fairness, which can influence their conduct. This encompasses a person's moral principles and beliefs, such as truthfulness, self-respect, manner, and accountability (Bakhshian et al., 2019).

2.1.6. Brand Consciousness

Brand consciousness is the extent to which a customer can recognize a brand and involves various factors. It can range from the feeling of uncertainty that the brand is recognizable to the belief that it is the only one in that particular product category. Brand consciousness represents the power of brand presence in the customer's mind, and is a fundamental level of brand knowledge that involves brand name recognition or accurate facts (Kodippili et al., 2019).

2.1.7. Attitude toward Counterfeit Product

Attitude refers to an individual's inclination to behave in ways that may or may not affect consumer buying behavior. It is persistent behavior that indicates how a person responds to a given situation, either positively or negatively. Attitude is a psychological stance people use to perceive their environment (Junejo et al., 2020).

2.1.8. Purchase Intention

Purchase intention refers to the likelihood of a person buying a brand after evaluating it. To measure this variable, we look at the brand in question and the expected purchase of its product in the future (Mahrinasari & Rouly, 2020). Purchase intention arises from a cognitive process influenced by learning and thoughts, leading to the

formation of perceptions. This purchase intention evolves into a persistent motivation ingrained in consumers' minds, ultimately transforming into a strong desire. When the time comes for consumers to fulfill their needs, this desire is transformed into action (Yohana et al., 2020).

2.1.9. Theory of Planned Behavior

The TPB posits that behavior is influenced by the intention to make a purchase, and this intention is shaped by one's attitude (Ajzen, 1991). TPB has also found application in elucidating behavior related to buying counterfeit products (Aisyah et al., 2014; Junejo et al., 2020; Mayasari et al., 2022). Like other product categories, there is a positive correlation between attitude, status consumption, and novelty seeking regarding the intention to buy counterfeit products. If consumers hold a more favorable attitude toward purchasing counterfeit items, they are more inclined to make such purchases (Junejo et al., 2020; Mayasari et al., 2022). This research paper employs the TPB proposed by Ajzen (1991) as its conceptual framework to elucidate the process of purchasing counterfeit luxury goods. An essential connection exists between intention and attitude, which can serve as a valuable predictor of behavior, as suggested by Ajzen (1980). This research also includes perceived risk and brand consciousness as other variables that are popular in influencing consumer attitudes toward buying counterfeit products (Bhatia, 2018).

2.1.10. Consumer Ethics

Consumer purchasing behavior is primarily influenced by their perception of the brand and the product's qualities. Albers-Miller (1999) suggested that consumers may compromise their stated moral values in favor of affordability and other peripheral product attributes. Consumers with integrity, such as honesty and responsibility, will have a negative attitude towards counterfeit goods. These consumers think buying counterfeit goods will have negative consequences (Mayasari et al., 2022). Some customers find breaking the law associated with excitement and enjoyment, as described by Perez et al. (2010). Consequently, as the product becomes more appealing and logically attractive, these customers will reduce or even disregard their ethical concerns and various risks related to satisfaction, well-being, and legal violations.

2.2. Hypothesis Development

2.2.1. The Effect of Perceived Risk on Attitude toward Counterfeit Product

According to existing research, there is evidence in the literature to support the idea that perceived risk can influence both consumer attitudes and their intention to purchase, as demonstrated by Wee et al. (1995), de Matos et al. (2007), and Lobb et al. (2007). Since counterfeit products are not authentic and often of uncertain quality, consumers tend to anticipate the inherent risks associated with using such products, as noted in the study by Ting et al. (2016). Research by Bhatia (2018) showed that consumers in India should be made aware of the risks associated with counterfeit products, even though they are often already aware of the poor quality of such products. Interestingly, the study found no significant relationship between perceived risk and attitudes towards fashion product counterfeiting. However, there is a negative relationship between risk perception and attitudes towards replica fashion products among low-income customers in India. Additionally, the high-income consumer groups in India exhibit a combination of high and low-risk attitudes towards fashion replica products. Other research by Singh et al. (2021) indicates that risk-seeking behavior has a negative but insignificant impact on luxury attitudes. During the study, researchers

identified potential risks associated with counterfeiting. Research conducted by Soomro and Abdelwahed (2021) show an insignificant relationship between perceived risk and attitude. This perspective on risk is less common among individuals who are already aware of the low quality of such items. They appreciate the prestige associated with luxury brand names while maintaining better value. They intentionally disregard the potential risks associated with purchasing counterfeit products.

H₁: Perceived Risk Has an Effect on Attitude toward Counterfeit Product

2.2.2. The Effect of Novelty Seeking on Attitude toward Counterfeit Product

Wee et al. (1995) examined psychographic factors, which encompass individuals' attitudes toward counterfeit products, the status of brands, and their inclination to seek novelty. Teah et al. (2015) further noted that individuals' attitudes towards the counterfeiting of luxury brands could be influenced by personality traits, including factors such as a sense of value-consciousness, personal integrity, the pursuit of personal gratification, a penchant for seeking novelty, and a desire for status consumption. Research conducted by Abdullah and Yu (2019) shows that novelty-seeking influences the attitude toward counterfeiting luxury fashion products with significant results. This study's facts show a strong positive relationship between the search for novelty and consumer attitudes toward luxurious replica products. Other research conducted by Moon et al. (2018) also found a positive relationship between the search for novelty and hedonic attitudes. Direct surveys of buyers of replica clothing products found that cognitive, emotional, and psychosocial factors can predict attitudes, influencing consumers' intention to purchase replica clothing products. Consumers who understand replica goods show a positive attitude towards the consumption of replica goods. In line with the research, Ahmadi et al. (2021) analyze that novelty positively affects attitudes towards otherwise encouraged forgeries. The search for novelty determines the attitude toward replica products. Kusuma (2021) examines how novelty positively influences hedonic attitudes. These results align with other researchers stating that the search for novelty positively impacts purchasing attitudes (Liaquat et al., 2020).

H₂: Novelty Seeking Has an Effect on Attitude toward Counterfeit Product

2.2.3. The Effect of Status Consumption on Attitude toward Counterfeit Product

Hoe et al. (2003) contended that individuals who emphasize their social status through conspicuous consumption aim to possess brands that serve as symbols, reflecting their self-identity. This, in turn, influences their perspectives on the counterfeiting of luxury brands. Mayasari et al. (2022) analyze that status consumption influences attitudes toward replica luxury brands. Variable status consumption negatively influences consumer attitudes toward replica luxury brands. Status consumption tends to affect the buyer's self-image, so replica luxury brands are not seen as a good self-image. Consumers tend to develop a negative perception of counterfeit luxury brands when these brands are linked to worries about the buyer's social status. In research by Bakhshian et al. (2019), it was found that status consumption does not affect attitudes and purchase intentions towards replica clothing products. This finding can be explained by the presence and availability of fast fashion in society.

H₃: Status Consumption Has an Effect on Attitude toward Counterfeit Product

2.2.4. The Effect of Integrity on Attitude toward Counterfeit Product

Ang et al. (2001) emphasized that consumers who prioritize integrity do not hold a favorable view of counterfeiting. In their research, Singh et al. (2021) found that integrity was negatively related but not significant to consumer attitudes in buying

replica products. The study may explain why higher honesty does not affect attitudes towards replica products and directly affects the intention to purchase replica luxury goods. In line with research conducted by Liaquat et al. (2020), integrity is found to have a statistically insignificant and mildly negative association with the intention to purchase counterfeit products. Consequently, individuals with high levels of integrity tend to display less willingness to engage with counterfeit brands or products, aligning with prior research that suggests individuals consider their values when considering counterfeit product purchases.

H₄: Integrity Has an Effect on Attitude toward Counterfeit Product

2.2.5. The Effect of Brand Consciousness on Attitude toward Counterfeit Product

Concerning the connection between counterfeit purchases, brand consciousness, and domain, research findings revealed diverse outcomes. Grossman and Shapiro (1998) and Bhatia (2018) contended that individuals with a strong focus on brands exhibited a notably unfavorable attitude toward counterfeit product. Research conducted by Bhatia (2018) shows that brand consciousness positively affects attitude. People from lower income brackets tend to have high brand consciousness, encouraging consumers to think positively about replica products and ultimately buy products replica. Sometimes, brand-conscious consumers need help to buy genuine brand products and end up wanting to buy replica products. Research conducted by Soomro and Abdelwahed (2021) shows an influence between brand consciousness and buying attitudes toward replica products. Brand consciousness is a trait that encourages respondents to have an optimistic attitude towards products replica fashion and ultimately decide to buy the product. Sometimes, consumers with brand consciousness need more money to buy genuine brand products and want replica products. In his research, Pratama et al. (2023) found that brand consciousness has a positive relationship in forming a positive attitude. Therefore, having a positive attitude and brand consciousness plays an important role.

H₅: Brand Consciousness Has an Effect on Attitude toward Counterfeit Product

2.2.6. The Effect of Perceived Risk on Purchase Intention

Albers-Miller (1999) asserted that the perception of risk plays a role in influencing the acquisition of counterfeit goods. Additionally, de Matos et al. (2007) endorsed that purchasing counterfeit items is associated with the notion that these products are inferior to the original brands. The research by Singh et al. (2021) found that a direct influence of identifying risks on purchase intention remains statistically positive. The finding of a direct and statistically positive effect of identifying risks on purchase intention remains intact. A study by Rahmi et al. (2022) also found that the perception of risk exerted a noteworthy and positive effect on the buying intention of e-commerce customers.

H₆: Perceived Risk Has an Effect on Purchase Intention

2.2.7. The Effect of Novelty Seeking on Purchase Intention

A favorable connection exists between novelty seeking and the acquisition of counterfeit goods, as highlighted in the research conducted by Abid and Abbasi (2014). Likewise, another study demonstrated that the purchase of counterfeit products is affected by price, novelty seeking, and integrity, as shown in the research by Gharthey and Mensah (2015). A study by Liaquat et al. (2020) indicates a positive correlation between novelty-seeking and counterfeit purchase intentions, suggesting that consumers with a penchant for new and unique products may be inclined to consider purchasing counterfeit items. Meanwhile, research conducted by Ahmadi et al. (2021) shows no

positive relationship between novelty-seeking and purchase intention. Individuals who desire novelty tend to seek new experiences, which could influence them to experiment with counterfeit products.

H₇: Novelty Seeking Has an Effect on Purchase Intention

2.2.8. The Effect of Status Consumption on Purchase Intention

Status consumption plays a notable role in influencing the intention to purchase luxury goods, as asserted by O’Cass and McEwen (2004). Research conducted by Husain et al. (2022) indicated a positive relationship between status consumption and purchase intention. Status consumption is crucial in creating a positive perception among luxury brand consumers. Furthermore, status consumption represents a significant factor in shaping a positive brand image among affluent shoppers, ultimately influencing their intention to purchase luxury brands.

H₈: Status Consumption Has an Effect on Purchase Intention

2.2.9. The Effect of Integrity on Purchase Intention

Wang et al. (2005) contended that integrity emerges as a critical aspect of trustworthiness. Moreover, when consumers regard integrity as a significant value in their lives, they are less likely to perceive the purchase of counterfeit products as socially acceptable. Research conducted by Liaquat et al. (2020) found that consumers who have high integrity are not likely to have the intention of buying replica good. In terms of integrity and attitude to replica goods, insignificant relationships can also be seen. An indirect relationship was not found since the standard effect was insignificant and was not within the confidence interval range. Research conducted by Dwobeng et al. (2020) also found that integrity did not influence customers to buy counterfeit products. As integrity levels go up, the inclination to buy counterfeit items decreases. This phenomenon can be attributed to individuals with strong integrity values viewing the purchase of counterfeit products as ethically wrong and incongruent with their self-image.

H₉: Integrity Has an Effect on Purchase Intention

2.2.10. The Effect of Brand Consciousness on Purchase Intention

Counterfeit products frequently employ genuine brand names and logos to bewilder consumers, especially those unfamiliar with the product (Nelson & McLeod, 2005; Jiang & Shan, 2016). This underscores the significance of considering brand consciousness in examining counterfeit purchase behavior. Consequently, it is anticipated that consumers with a strong emphasis on brand consciousness are less inclined to buy counterfeit items (Büttner & Göritz, 2008; Phau et al., 2009). Research conducted by Kodippili et al. (2019) found that brand consciousness is essential in influencing purchase intention. In different situations, brand consciousness will help consumers remember and recognize the brand as the basis of brand knowledge. Therefore, the brand is always a consideration for consumers when purchasing. The results concluded that purchase intent and brand consciousness positively influence customer purchase intention. This suggests that the higher the brand consciousness, the more likely customers will purchase that brand. Rahmi et al. (2022) found that brand consciousness has a positive effect on the purchase intention. Pramitha (2021) found that there is a positive influence between brand consciousness and purchase intention. When a brand stays consistent in its characteristics, it shows that it has a consistent standard or quality and will not change. So, when consumers need similar products, consumers will always remember the products from the abovementioned brand. The results stated

that brand consciousness influences purchase intention when purchasing replica products (Pramitha, 2021; Rahmi et al., 2022).

H₁₀: Brand Consciousness Has an Effect on Purchase Intention

2.2.11. The Effect of Attitude Toward Counterfeit Products on Purchase Intention

When consumers hold a more positive outlook on buying counterfeit products, they are also more inclined to make purchases of counterfeit items. This trend has been observed in studies by Wee et al. (1995), Ang et al. (2001), and Phau et al. (2009). Pasricha et al. (2019) researched to determine if there is a relationship between purchase intention and attitudes toward counterfeiting. The results showed that the two factors were significantly related. The study found that people who were optimistic about counterfeiting had positive attitudes about consumer intent to buy, and therefore, anyone with a positive attitude would buy replica products. Mayasari et al. (2022) examine that attitudes toward luxury brands significantly affect the purchase intention of replica luxury brands. The results of this study show that consumers still have prestige when using luxury brands. Jiang et al. (2019) learn that there is a positive influence between attitude and intention to buy replica goods. The positive effect of the attitude towards the intention to purchase replica luxury goods has been proven. Therefore, the attitude of buyers towards replica luxury goods has a positive relationship with the buyer's intention to purchase replica luxury goods. Abdullah and Yu (2019) found that attitudes influence purchase intention and are explained by independent variables of this model. In their research, Sadiq et al. (2022) also found a positive relationship between consumer attitudes and online travel purchase intentions. The results of the study stated that attitudes influence purchase intention in the context of purchasing replica products (Pasricha et al., 2019; Abdullah & Yu, 2019; Jiang et al., 2019; Sadiq et al., 2022; Mayasari et al., 2022).

H₁₁: Attitude Toward Counterfeit Products Has an Effect on Purchase Intention

2.2.12. The Effect of Perceived Risk on Purchase Intention Mediated by Attitude Toward Counterfeit Product

Risk aversion is expected to be positively associated with favorable attitudes regarding purchasing counterfeit products. Consistent with this theory of risk-aversion, prior research has discovered that consumers who perceive higher risks associated with counterfeits tend to hold less positive attitudes and intentions to purchase such items, as evidenced by studies conducted by Ting et al. (2016) and Bhatia (2018). A study by Singh et al. (2021) shows that perceived risk behavior has emerged as another important predictor of counterfeit actions. Nevertheless, even with attitude included as a mediator in the model, the direct and positive influence of risk-seeking on purchase intentions remained statistically significant, indicating partial mediation.

H₁₂: Perceived Risk Has an Effect on Purchase Intention Mediated with Attitude Toward Counterfeit Product

2.2.13. The Effect of Novelty Seeking on Purchase Intention Mediated by Attitude Toward Counterfeit Product

Novelty seeking exhibited a positive correlation to counterfeit goods, indicating that the inclination to buy counterfeit products is driven by individuals seeking new and unique items. Additionally, there was a noteworthy positive link between the quest for novelty and attitudes toward counterfeit products, as observed in the research by Haseeb and Mukhtar (2016). Research conducted by Liaquat et al. (2020) shows a positive relationship between novelty seeking towards purchase intention initiated by attitude.

This suggests that positively analyzing replica items based on different aspects, such as social search behavior and novelty, increases their likelihood of purchasing those replica items very strongly.

H₁₃: Novelty Seeking Has an Effect on Purchase Intention Mediated with Attitude Toward Counterfeit Product

2.2.14. The Effect of Status Consumption on Purchase Intention Mediated by Attitude Toward Counterfeit Product

Consumers with a strong social network and a desire for prestige often aim to display their identity to those in their circle. A study by Aisyah et al. (2014) revealed that individuals purchasing counterfeit bags for prestige typically hold a favorable view of fake items and express a keen interest in acquiring such counterfeit bag products. Luxury items are perceived as a means of showcasing one's social standing to one's peers, and consumers may need clarification on the fact that the product they purchase is not genuine. Another research conducted by Junejo et al. (2020) found that social consumption variables had an indirect influence on the intention to purchase counterfeit luxury products. This research explains that low-income consumers must choose fake luxury products to fulfill their social status.

H₁₄: Status Consumption Has an Effect on Purchase Intention Mediated with Attitude Toward Counterfeit Product

2.2.15. The Effect of Integrity on Purchase Intention Mediated by Attitude Toward Counterfeit Product

A consumer's adherence to legality can be a determining factor in their likelihood to engage in purchasing counterfeit goods. Indeed, studies indicate that consumers' inclination to buy counterfeit products is inversely associated with their attitudes toward legality. In this context, individuals with lower ethical standards are anticipated to experience less guilt when buying counterfeits, as suggested by Ang et al. (2001). Research by Singh et al. (2021) shows no positive relationship between integrity and attitude-mediated purchase intention. The factor that may explain this exciting and counterintuitive invention is that consumers may be involved in moral decoupling, a psychological separation process separating moral judgments from one's actions (Orth et al., 2019). Thus, integrity as an instrumental value combined with moral decoupling may explain why higher levels of integrity keep attitudes towards replica products unaffected and positively affect purchase intent for replica luxury product.

H₁₅: Integrity Has an Effect on Purchase Intention Mediated with Attitude Toward Counterfeit Product

2.2.16. The Effect of Brand Consciousness on Purchase Intention Mediated by Attitude Toward Counterfeit Product

Luxury brand bag products are one of the targets for counterfeit products that consumers will buy (Aisyah et al., 2014). Before making a purchase, consumers will collect sufficient information about the product they buy. One of the types of information collected is the product brand. Soomro and Abdelwahed (2021) explain that consumers who are aware of a luxury brand will tend to have a positive attitude towards buying that product, even if it is only a fake product. This attitude is usually driven by economic inability. Aisyah et al. (2014) explained that consumer interest in a luxury brand would significantly encourage positive attitudes toward counterfeit bag products, and ultimately, consumers will make purchases. Not only in the case of counterfeit products

but also in the food industry, the brand consciousness variable has an important role in consumer attitudes toward purchasing Halal products (Pratama et al., 2023).

H₁₆: Brand Consciousness Has an Effect on Purchase Intention Mediated with Attitude Toward Counterfeit Product

2.4. Research Framework

Figure 1 illustrates the framework of this research. The primary objective of this study is to investigate how attitude towards counterfeit products acts as a mediating factor in the impact of perceived risk, novelty seeking, status consumption, integrity, and brand consciousness on the intention to purchase.

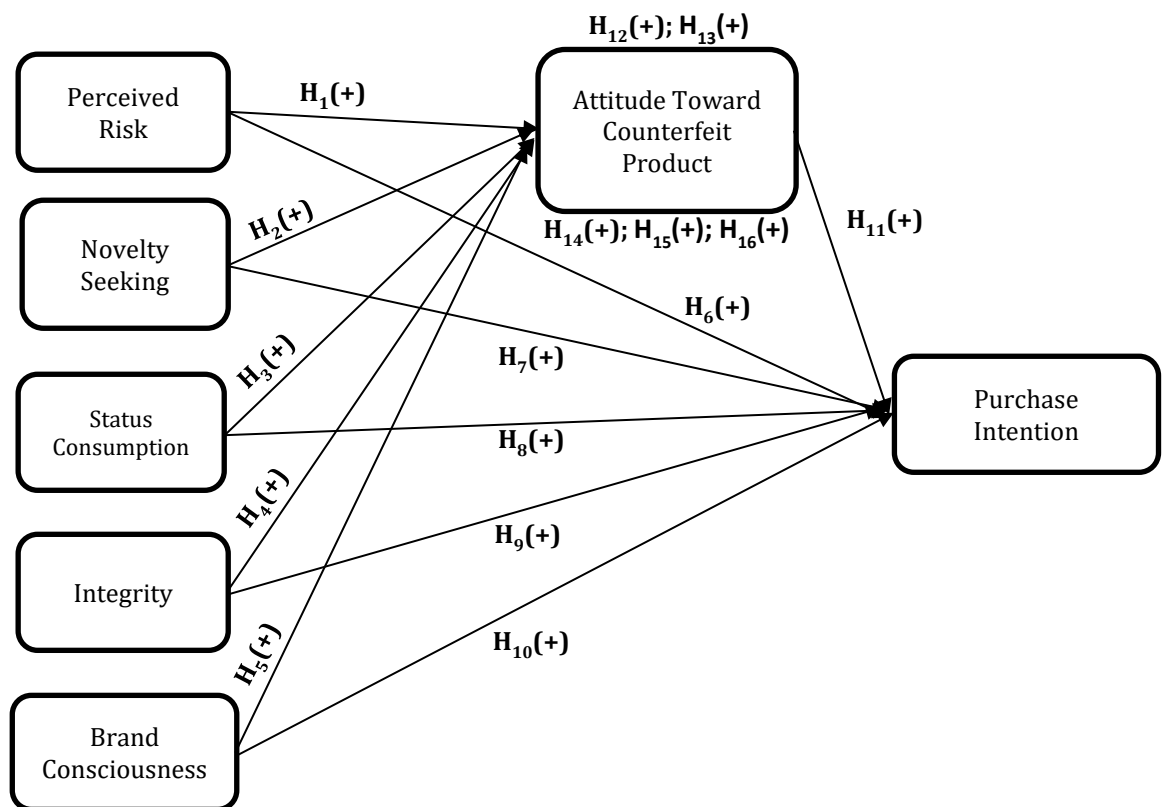


Figure 1. Research Framework

3. Research Method

3.1. Population and Sampling Method

By the explanation, this research aims to measure the influence of independent variables such as perceived risk, novelty-seeking, integrity, status consumption, and brand consciousness on the dependent variable, the intention to purchase counterfeit bags, through the mediating variable of attitude. Therefore, the population in this study consists of users of counterfeit bag in Batam City. The population criteria used as the sample in this study are consumers who have previously purchased counterfeit bags and are above 17. The sample size chosen will affect the validity and reliability of the research results produced. According to Hair et al. (2019), if the number of samples is less than 50, it will not be able to analyze the factors well. Therefore, the minimum sample must reach 100 or more. Generally, the minimum number of samples required is five times the number of variables that want to research and analyze. However, it would be better if the number of samples reached ten times the number of these variables to ensure the validity and reliability of the research

results. The number of questions in this study was 24 questions. Thus, the number of samples in this study was 240 respondents. Google Forms carries out the distribution of questionnaires and uses a five point Likert scale. The questionnaire is distributed from February to April 2023 and data analysis with Smart PLS.

3.2. Data Analysis Method

3.2.1. Validity Test

According to Sugiyono (2019), the validity test is used to determine the validity or accuracy of a questionnaire. This is done using an instrument to ensure whether the obtained data is valid or accurate. According to Latan and Ghazali (2012), in assessing convergent validity recommend using an outer loading test, which requires a minimum outer loading value of 0.6. When the loading factor value reaches 0.6 or exceeds it, the instrument is deemed valid.

3.2.2. Reliability Test

According to Latan and Ghazali (2012), reliability is a tool used to measure the indicators of variables or constructs in a questionnaire. A questionnaire is considered reliable if respondents' answers to the statements in the questionnaire are consistent or stable over time. Reliability testing measures the consistency of measurement results from a repeatedly used questionnaire. Respondents' answers are considered reliable if each question is answered consistently, with no randomness in the responses. Latan and Ghazali (2012) explains that in measuring reliability, Cronbach's alpha can be used with a value above 0.6, which indicates that the questionnaire can be considered reliable. Meanwhile, when using composite reliability, reliability is considered reliable if the value is above 0.7.

3.2.3. Hypothesis Test

Latan and Ghazali (2012) explain that the purpose of this analysis is to demonstrate the extent of the influence of latent variables on other latent variables and to test the fit of the correlation matrix based on two or more models for comparison. In this measurement, the relationship between variables is considered significant if the p value indicate a number below 0.05 (Hair et al., 2019).

3.3. Data Collection Method

Data collection in this research was conducted using survey techniques, with questionnaires distributed via direct messaging features on Instagram and WhatsApp messaging applications. The questionnaire employed a Likert scale for measurement, with five answer options ranging from 1 to 5. The perceived risk (PR), novelty seeking (NS), and purchase intention (PI) variable measurement included three indicators adapted from the study conducted by Mayasari et al. (2022). The status consumption (SC) and attitude toward counterfeit product (ATCP) variable measurement consists of four indicators adapted from the same study. The integrity (I) variable measurement included three indicators adapted from the study conducted by Tseng et al. (2020). In addition, brand consciousness (BC) variable measurement included four indicators adapted from the same study.

4. Result and Discussion

4.1. Validity Test

Figure 2 presents the structural model of this research, depicting the relationships between the variables: perceived risk, novelty seeking, integrity, status consumption, and brand consciousness with purchase intention, mediated by attitude toward counterfeit

product.

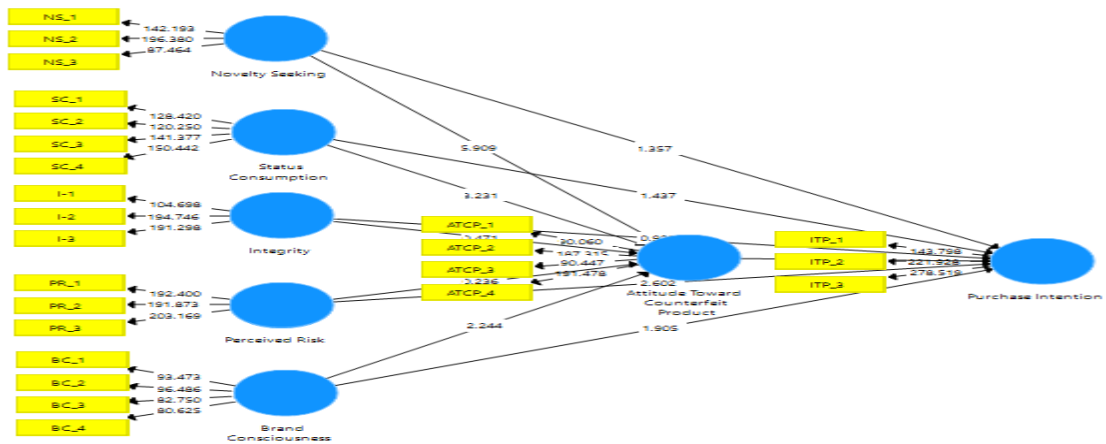


Figure 2. Measurement Model

Table 1 indicates that the validity test result. According to Latan and Ghazali (2012), in assessing convergent validity recommend using an outer loadings test, which requires a minimum outer loading value of 0.6. When the loading factor value reaches 0.6 or exceeds it, the instrument is deemed valid.

Table 1. Validity Test Result

Indicator	Attitude toward Counterfeit Product	Brand Consciousness	Integrity	Purchase Intention	Novelty Seeking	Status Consumption	Status Consumption
ATCP 1	0.929						
ATCP 2	0.947						
ATCP 3	0.912						
ATCP 4	0.941						
BC 1		0.915					
BC 2		0.894					
BC 3		0.903					
BC 4		0.907					
I 1			0.939				
I 2			0.935				
I 3			0.955				
PI 1				0.951			
PI 2				0.951			
PI 3				0.965			
NS 1					0.931		
NS 2					0.943		
NS 3					0.939		
PR 1						0.944	
PR 2						0.938	
PR 3						0.950	
SC 1							0.931
SC 2							0.927
SC 3							0.932
SC 4							0.942

Source: Primary Data Processed (2023)

4.2. Reliability Test

According to Latan and Ghazali (2012), reliability can be measured using Cronbach's alpha and composite reliability, which is considered reliable if the value is more significant than 0.6 and 0.7, while measurements with composite reliability are considered reliable if the value is more significant than 0.7. Table 2 show that the reliability test result.

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	Composite Reliability
Attitude Toward Counterfeit Product	0.950	0.964
Brand Consciousness	0.926	0.947
Integrity	0.938	0.960
Purchase Intention	0.952	0.969
Novelty Seeking	0.931	0.956
Perceived Risk	0.939	0.961
Status Consumption	0.950	0.964

Source: Primary Data Processed (2023)

4.3. Hypothesis Test

Table 3. Hypothesis Test

Hypothesis	Original Sample	Sample Mean	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value
Perceived Risk → Attitude Toward Counterfeit Product	-0.030	-0.023	0.131	0.231	0.817
Novelty Seeking → Attitude Toward Counterfeit Product	0.505	0.502	0.089	5.655	0.000
Status Consumption → Attitude Toward Counterfeit Product	-0.456	-0.464	0.152	3.005	0.003
Integrity → Attitude Toward Counterfeit Product	-0.049	-0.049	0.107	0.453	0.651
Brand Consciousness → Attitude Toward Counterfeit Product	0.058	0.055	0.026	2.201	0.028
Perceived Risk → Purchase Intention	-0.315	-0.292	0.111	2.833	0.005
Novelty Seeking → Purchase Intention	0.098	0.096	0.064	1.526	0.128
Status Consumption → Purchase Intention	-0.213	-0.218	0.142	1.499	0.134
Integrity → Purchase Intention	0.090	0.090	0.105	0.865	0.388
Brand Consciousness → Purchase Intention	0.058	0.057	0.029	1.979	0.048
Attitude Toward Counterfeit Product → Purchase Intention	0.475	0.492	0.141	3.363	0.001

Source: Primary Data Processed (2023)

Based on the direct hypothesis testing results in Table 3, the analysis of the study's hypotheses revealed several significant findings. Perceived risk was found not to influence attitudes toward counterfeit products, as indicated by a p value of 0.817, which exceeds the significance threshold of 0.05, leading to the rejection of this hypothesis. On the contrary, novelty seeking and status consumption significantly influence attitudes toward counterfeit products, supported by p value of 0.000 and 0.003, respectively, which are less than 0.05, thus confirming these hypotheses. However, integrity was observed to have no significant impact on attitude toward counterfeit products, with a p value of 0.651, leading to the

rejection of the corresponding hypothesis.

Moving on to purchase intention, perceived risk was found to have a significant influence, with a p value of 0.005, confirming its hypothesized impact. Conversely, novelty seeking, status consumption, and integrity were not found to significantly affect purchase intention, as their respective p value (0.128, 0.134, and 0.388) exceeded the 0.05 threshold, resulting in the rejection of these hypotheses. Brand consciousness was identified as another significant factor influencing purchase intention, with a p value of 0.048. Lastly, the study revealed that attitude toward counterfeit products significantly influences purchase intention, with a p value of 0.001. These results provide valuable insights into the relationships between these variables, shedding light on consumer behavior and attitude toward counterfeit product.

Table 4. Mediation Hypothesis Test

Hypothesis	Original Sample	Sample Mean	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value
Perceived Risk → Attitude Toward Counterfeit Product → Purchase Intention	-0.014	-0,017	0.067	0.216	0.829
Novelty Seeking → Attitude Toward Counterfeit Product → Purchase Intention	0.240	0.245	0.077	3.111	0.002
Status Consumption → Attitude Toward Counterfeit Product → Purchase Intention	-0.216	-0.224	0.090	2.394	0.017
Integrity → Attitude Toward Counterfeit Product → Purchase Intention	-0.023	-0.026	0.056	0.414	0.679
Brand Consciousness → Attitude Toward Counterfeit Product → Purchase Intention	0.027	0.027	0.014	1.911	0.057

Source: Primary Data Processed (2023)

Based on the direct hypothesis testing results in Table 4, examining the study's hypotheses about the mediating role of attitude toward counterfeit products yielded the following results. Attitude toward counterfeit products was found not to mediate the influence of perceived risk on purchase intention, as indicated by a p value of 0.829, surpassing the significance threshold of 0.05, leading to the rejection of this hypothesis. Conversely, attitude toward counterfeit products was observed to mediate the influence of novelty seeking on purchase intention, with a p value of 0.002, which is less than 0.05, confirming the acceptance of this hypothesis. Similarly, attitude toward counterfeit products was identified as a mediating factor in the influence of status consumption on purchase intention, supported by a p value of 0.017, thereby confirming the acceptance of this hypothesis. However, attitude toward counterfeit products did not mediate the influence of integrity on purchase intention, with a p value of 0.679, leading to rejecting this hypothesis. Likewise, attitude toward counterfeit products was also found not to mediate the influence of brand consciousness on purchase intention, with a p value of 0.057, resulting in the rejection of this hypothesis. These findings shed light on the nuanced role of attitude toward counterfeit products as a mediator between various factors and purchase intention.

4.3. Discussion

4.3.1. The Effect of Perceived Risk on Attitude Toward Counterfeit Product

How risky a product is perceived does not significantly impact or shape people's attitudes regarding counterfeit products. The result of this study are the same as those of Bhatia (2018) and Singh et al. (2021), indicating the absence of a relationship between variables of perceived risk and attitude toward a counterfeit product.

4.3.2. The Effect of Novelty Seeking on Attitude Toward Counterfeit Product

The higher the novelty-seeking rate, the more positive the consumers' attitude toward replica bag products. These results are supported by research conducted by Moon et al. (2018), Abdullah and Yu (2019), Liaquat et al. (2020), Ahmadi et al. (2021), and Kusuma (2021). Overall, the results of this analysis can be interpreted that people who tend to look for new and exciting things (novelty seeking) tend to have a positive attitude toward replica products (attitude toward counterfeit product) and have a greater intent to purchase replica products (purchase intention). However, buying replica products is illegal and can endanger the health and safety of consumers, so it is essential always to buy products from trusted and legitimate sources. These result are in line with research that has been conducted by Liaquat et al. (2020).

4.3.3. The Effect of Status Consumption on Attitude Toward Counterfeit Product

As consumers engage in status consumption, seeking to display their higher social or economic status through the products they purchase, their attitudes toward counterfeit products become less favorable. In other words, a strong desire for status through conspicuous consumption may lead to a more negative view of counterfeit items. This implies that individuals who highly value status may be less inclined to favor or accept counterfeit products, possibly due to concerns related to their reputation or authenticity. The result of this study were supported by Mayasari et al. (2022).

4.3.4. The Effect of Integrity on Attitude Toward Counterfeit Product

The ethical or moral principles held by consumers, as measured by integrity, do not play a substantial role in shaping their attitudes toward counterfeit goods. Consumers' ethical values may not strongly influence their perceptions or acceptance of counterfeit products. The result of this research are supported by Singh et al. (2021).

4.3.5. The Effect of Brand Consciousness on Attitude Toward Counterfeit Product

These results indicate that the higher the rate of someone's brand consciousness, the more positive the consumer's attitude towards pirated or replica products. This may be because highly brand-conscious individuals want to use products that are well-known brands but may not be able to afford genuine products under the same brand. Therefore, consumers tend to be more open to buying pirated or replica products that claim to have the same brand. The result of this study are supported by Bhatia (2018) and Pratama et al. (2023).

4.3.6. The Effect of Perceived Risk on Purchase Intention

When consumers perceive a higher risk associated with a particular purchase decision, they are less inclined to intend to make that purchase. In this context, the negative sign of the sample mean suggests that as the perceived risk increases, purchase intention decreases. This finding was in line with Singh et al. (2021) and Rahmi et al. (2022), which stated that perceived risk influences purchase intention. In essence, this supports the idea that when consumers perceive higher levels of risk associated with a

purchase decision, it determines their purchase intentions. This consistent pattern of result reinforces the understanding that perceived risk plays a significant role in influencing consumer purchase behavior, as demonstrated by multiple studies in the field.

4.3.7. The Effect of Novelty Seeking on Purchase Intention

Consumers' desire for new and novel experiences is not a strong predictor of their intention to purchase. This finding contrasts with a study by Liaquat et al. (2020), which stated that novelty-seeking influences purchase intention. However, these result aligned with Ahmadi et al. (2021) show that is no statistically significant correlation between novelty seeking and purchase intention. Individuals inclined toward novelty tend to explore new experiences, potentially influencing them to consider trying counterfeit products.

4.3.8. The Effect of Status Consumption on Purchase Intention

Consumers' desire to display their status or wealth through purchases is not a strong predictor of their intention to purchase. The insignificance of this relationship implies that there are likely other factors at play in shaping consumers' purchase intentions. This means that status consumption alone does not strongly influence purchase intentions. These result are contrasted with the findings conducted by Husain et al. (2022).

4.3.9. The Effect of Integrity on Purchase Intention

Integrity does not have a statistically significant impact on purchase intentions. This means that a person's level of integrity only significantly affects their intention to purchase counterfeit products. Therefore, individuals with a strong sense of integrity tend to be less inclined towards counterfeit brands or products. These result are supported by Liaquat et al. (2020) and Dwobeng et al. (2020).

4.3.10. The Effect of Brand Consciousness on Purchase Intention

More brand-conscious individuals are more likely to have higher purchase intentions. Additionally, brand consciousness is positively associated with purchase intention, suggesting that consumers with a strong emphasis on a brand are more likely to intend to purchase products, whether genuine or counterfeit, associated with those brands. These study result are supported by Pramitha (2021) and Rahmi et al. (2022).

4.3.11. The Effect of Attitude Toward Counterfeit Product on Purchase Intention

The more positive a person's attitude towards pirated or replica products, the higher the consumer's intention to buy the product. This may be because individuals with a positive attitude towards pirated or replica products tend to feel that the product provides the same or similar value as the original product at a cheaper price. In addition, consumers may feel that brands from pirated or replica products can give the same impression as the original brand. The result of this study are supported by Pasricha et al. (2019), Abdullah and Yu (2019), Jiang et al. (2019), Sadiq et al. (2022), Mayasari et al. (2022).

4.3.12. The Effect of Perceived Risk on Purchase Intention Mediated by Attitude Toward Counterfeit Product

Perceived risk on purchase intention may not substantially affect an individual's attitude toward counterfeit products. Other factors or variables not considered in this

analysis may be more influential in shaping the relationship between perceived risk and purchase intention. The insignificant influence observed may be due to the complexity of consumer behavior, measurement limitations, external factors, or the interplay of various psychological factors, all of which can impact purchase intentions. The result of this research are inversely proportional to research conducted by Singh et al. (2021).

4.3.13. The Effect of Novelty Seeking on Purchase Intention Mediated by Attitude Toward Counterfeit Product

The higher the novelty seeking, the more positive the attitude toward replica products and purchase intention on replica products. The sample statistics for novelty seeking indicated that it could effectively predict the population parameter by indirectly influencing purchase intention. This was evident as the standardized estimate fell well within the confidence interval. This study is supported by Liaquat et al. (2020).

4.3.14. The Effect of Status Consumption on Purchase Intention Mediated by Attitude Toward Counterfeit Product

Individuals with strong status consumption tendencies are likely to have less favorable attitudes toward counterfeit products, which, in turn, may lead to a decreased intention to purchase such items. Therefore, these results support the idea that status consumption affects attitudes toward pirated or replica products. These result are supported by research conducted by Junejo et al. (2020).

4.3.15. The Effect of Integrity on Purchase Intention Mediated by Attitude Toward Counterfeit Product

In the context of this study, when analyzing the combined impact of integrity, attitudes toward counterfeit products, and purchase intention, there is no strong or statistically significant relationship among these variables. This means that, collectively, the ethical considerations associated with integrity, consumer attitudes, and purchase intentions do not exhibit a substantial or statistically significant interplay. This aligns with earlier research, which suggests that when evaluating the purchase of counterfeit products, people with high integrity levels do not even consider the possibility and, consequently, do not form attitudes towards them, as attitudes involve cognitive processes. The result of this study are supported by Orth et al. (2019) and Singh et al. (2021).

4.3.16. The Effect of Brand Consciousness on Purchase Intention Mediated by Attitude Toward Counterfeit Product

When examining these three variables together, they do not significantly influence one another or predict consumer behavior meaningfully. This indicates that the relationship between these variables becomes less clear when considered simultaneously, and further investigation may be needed to understand the complex interplay between brand consciousness, attitudes, and purchase intentions concerning counterfeit products. This result contrasts with the research conducted by Aisyah et al. (2014).

5. Conclusion

In this study, novelty seeking, status consumption, and brand consciousness were factors that influenced attitudes toward counterfeit products. In contrast, perceived risk and integrity do not influence attitudes toward counterfeit products. Furthermore, perceived risk, brand consciousness, and attitude toward counterfeit products are variables that influence purchase

intention. Conversely, novelty seeking, status consumption, and integrity did not influence purchase intention. Lastly, novelty seeking and status consumption had a significant influence on purchase intention, mediated by attitudes toward counterfeit products. However, perceived risk, integrity, and brand consciousness do not influence purchase intention when mediated by attitudes toward counterfeit products. As a suggestion for future research, it is recommended to employ different variables capable of measuring their significant impact on purchase intention. Variables such as brand equity can be considered independent variables (Husain et al., 2022), while income can be used as a control variable (Mayasari et al., 2022).

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