

# ANTECEDENTS AND CONSEQUENCE OF ATTITUDE TOWARDS COUNTERFEIT SNEAKER PRODUCT

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**Keywords** Sneakers market, Consumer attitude, Counterfeit products, intention to purchase.

**Abstract** This research investigates determinants that influence on consumers attitude towards counterfeit sneaker products and behavioral intention to purchase them. The indicators that reference in this research are involving Brand Image, Value, Social Influence, Personal Gratification, and Attitude. The study is based on a random sample of 300 respondents who live in Jogjakarta, Indonesia. After conducting this research, the researchers found that brand image have a positive impact on consumer attitude towards counterfeit sneaker products. Value consciousness have a positive impact on consumer attitude towards counterfeit sneaker products. Social influence have a positive impact on consumer attitude towards counterfeit sneaker products. However personal gratification have a negative impact on consumer attitude towards counterfeit sneaker products. On the other hand attitude has a positive impact on behavioral intention towards counterfeit sneaker products.

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**Kata Kunci** Pasar sneakers, Sikap konsumen, Produk palsu, Niat untuk membeli.

**Abstrak** Penelitian ini menyelidiki faktor penentu yang mempengaruhi sikap konsumen terhadap produk sneaker palsu dan niat perilaku untuk membelinya. Indikator yang mereferensi dalam penelitian ini melibatkan brand image, nilai, pengaruh sosial, personal gratifikasi, dan sikap. Penelitian ini didasarkan pada sampel acak dari 300 responden yang tinggal di Yogyakarta, Indonesia. Setelah melakukan penelitian ini, para peneliti menemukan bahwa brand image memiliki dampak positif pada sikap konsumen terhadap produk sneaker palsu. Kesadaran nilai memiliki dampak positif pada sikap konsumen terhadap produk sneaker palsu. Pengaruh sosial memiliki dampak positif pada sikap konsumen terhadap produk sepatu palsu. Namun kepuasan pribadi memiliki dampak negatif pada sikap konsumen terhadap produk sneaker palsu. Pada sisi lain attitude atau sikap memiliki dampak positif pada niat perilaku terhadap produk sneaker palsu.