

CHAPTER IV

DATA ANALYSIS AND DISCUSSIONS

4.1. Respondents Characteristic

Characteristics of respondents in this study include, gender, age, education, occupation and income. The respondent characteristics can be explained as follows:

a. Gender

The results that obtained from questionnaires that have been distributed can be seen in Table 4.1

Table 4.1
Gender of Respondents

Gender	Frequency	Percentage
Man	198	66%
Woman	102	34%
Total	300	100%

Source: primary data is processed, 2015

Based on Table 4.1 it can be seen that 66 percent of respondents are male and 34 percent female.

b. Age of respondents

The results that obtained from questionnaires that have been distributed can be seen in table 4.2

Table 4.2
Classification of Respondents by Age.

Age	Frequency	Percentage
18 - 25 years old	190	63.3%
26 - 35 years old	82	27.3%
36 - 45 years old	11	3.7%
> 55 years old	17	5.7%
Total	300	100.0%

Source: primary data is processed, 2015

Based on the data, it shows that the majority of respondents that use Sneakers at aged between 18-25 years, which amounted to 63.3% (190 people). While the distribution of another age is between 26-35 years of 27.3% (82 people), between 36-45 years of 3.7%, and more than 55 years at 5.7%. This shows that the majority of respondents are youngsters.

c. Educational of Respondents

The results that obtained from questionnaires that have been distributed can be seen in table 4.3

Table 4.3
Classification of respondent by educational:

Educational	Frequency	Percentage
Junior High School	19	6.3%
Senior High School	89	29.7%
Diploma	74	24.7%
Bachelor	103	34.3%
Master	15	5%
Total	300	100%

Source: primary data is processed, 2015

From table 4.3 it can be seen that the majority of the respondents' education level is Bachelor that is equal to 34.3% (103 people). While the distribution of other levels of education are educated Diploma of 24.7% (74 people), Senior High School 29.7%, or 89 people, Junior High School by 6.3% and Master education by 5% (15 people). Based on the analysis of the characteristics of respondent's education, it turns out that the majority of respondents are highly educated.

d. Job Types

The results that obtained from questionnaires that have been distributed can be seen in table 4.4

Table 4.4
Job type of respondents

Job	Frequency	Percentage
Jobless	21	7%
Government Employees	39	13%
Private	47	15.7%
Entrepreneur	62	20.7%
Retired	26	8.7%
Student	105	35%
Total	300	100%

Source: Primary data is processed, 2015

From table 4.4, it shows that the majority of respondents are Students by 35% (105 people). While the distribution of other jobs that private employees amounted by 15.7% (47 people), Government Employees by 39 people or 13%, Entrepreneur amounted to 20.7%, or 62 people, and Jobless by 7%. These results indicate that the majority of consumers who use sneakers are students.

e. Respondent Incomes

The results that obtained from questionnaires that have been distributed can be seen in table 4.5

Table 4.5
Respondents income

Incomes	Frequency	Percentage
< Rp.500.000	9	3.0%
Rp.500.000 - Rp.1.500.000	147	49.0%
Rp.1.500.000 - Rp.2.500.000	93	31.0%
Rp.2.500.000 - Rp.3.500.000	35	11.7%
Rp.3.500.000 - Rp.4.500.000	8	2.7%
> Rp.4.500.000	8	2.7%
Total	300	100.0%

Source: Primary data is processed, 2015.

From table 4.5, it shows that the incomes of the majority of respondents are between IDR 500.000 – Rp.1.000.000 that is by 49% (147 people). While other distributions of income level is between Rp.1.500.000 – Rp.2.500.000 by 31% (93 people), range of Rp.2.500.000 – Rp.3.500.000 11.7% (35 people), between Rp.3.500.000 – Rp.4.500.000 by 2.7% (8 people), more than Rp4.500.000 by 2.7% and less than Rp.500.000 by 9 persons or 3%.

4.2. Descriptive Analysis

Based on the results of the questionnaire answers, it can be concluded that consumer ratings on variables that use Sneakers brand image, value, social, personal gratification, attitude, behavioral intention with the lowest response ranges strongly disagree with the highest score of 1 and the answer is very much agree with the score of 5. In determines the assessment criteria, the respondents can be done at intervals as follows:

Scores lowest perception is: 1

Score the highest perception is: 5

$$\text{Interval} = \frac{5 - 1}{5} = 0,8$$

Thus obtained limits of perception is as follows:

Averages 1,00 - < 1,79 : Strongly Disagree

Averages 1,80 - < 2,59 : Disagree

Averages 2,60 - < 3,39 : Sufficiently

Averages 3,40 - < 4,19 : Agree

Averages 4,20 – 5,00 : Strongly Agree

4.2.1. Variable of Brand Image (X₁)

Descriptive analysis of variables in the variable of brand image can be seen in

Table 4.6:

Table 4.6

Variable of brand image

No. Item	Indicator of Brand Image	Mean	Category
1	Especially concerned about the impression that I make on others.	3.85	Good
2	Sensitive to interpersonal rejections.	3.87	Good
3	This product can make you attract other people's attention	3.86	Good
4	The product is a statement of your image benefit self-image	3.94	Good
Total Average		3.88	Good

Source: Primary data processed, 2015.

Based on the results of the descriptive analysis in Table 4.6, it shows that the average variable on brand-image is at 3.88 that includes good category. While the highest perception is on the item "The product is a statement of your image benefit self image" with an average of 3.94 in both categories, and the lowest perception occurs on items "especially concerned about the impression that I make on others" with the average score of 3.85 in good category.

4.2.2. Variable of Value (X₂)

Descriptive analysis of variables in the variable of value can be seen in Table

4.7:

Table 4.7

Variable of Value

No. Item	Indicator of Value	Mean	Category
1	Very concerned about low prices, but concerned about product quality.	3.85	Good
2	Always try to maximize the quality	3.61	Good
3	Shop around for lower prices on product, but they still must meet certain quality requirements before buy them.	3.81	Good
4	Usually compare the price information	3.77	Good

	for brands		
5	Always check prices at the market to be sure	3.82	Good
Total Average		3.77	Good

Source: Primary data processed, 2015

Based on the results of the descriptive analysis in Table 4.7, it shows that the average variable towards value consciousness is 3.77 that includes good category. While the highest perception is on the item “Very concerned about low prices, but concerned about product quality” with an average of 3.85 in both categories, and the lowest perception occurs on items “Always try to maximize the quality” with the average score of 3.61 in good category.

4.2.3. Variable of Social (X₃)

Descriptive analysis of variables in the variable of social can be seen in Table 4.8:

Table 4.8
Variable of Social

No. Item	Indicator of Social	Mean	Category
1	Best friends and relatives buy counterfeit products.	3.83	Good
2	People in my environment buy counterfeit products.	3.78	Good
3	People in my society encourage me to buy counterfeit products.	3.80	Good
4	It is acceptable If someone knows that I buy counterfeit products.	3.94	Good
5	It is acceptable in my society to buy counterfeit products.	4.00	Good
Total Average		3.87	Good

Source: Primary data processed, 2015

Based on the results of the descriptive analysis in Table 4.8, it shows that the average variable against social is 3.87 that includes good category. While the highest perception on acceptable items “In my society to buy counterfeit products” has an average of 4.00 in both categories, and the lowest perception occurs in the item

"People in my environment buy counterfeit products" with the average score of 3.78 in good category.

4.2.4. Variable of Personal Gratification (X₄)

Descriptive analysis of variables in the variable of personal gratification can be seen in Table 4.9:

Table 4.9
Variable of Personal Gratification

No. Item	Indicator of Personal gratification	Mean	Category
1	Always endeavor to have a sense of social recognition.	3.41	Good
2	Always attempt to have a sense of accomplishment.	3.66	Good
3	Always desire to enjoy the finer things in life.	3.79	Good
4	Always chase a higher standard of living.	3.56	Good
Total Average		3.61	Good

Source: Primary data processed, 2015

Based on the results of the descriptive analysis in Table 4.9, it shows that the average variable to personal gratification is 3.61 that includes good category. While the highest perception is on the item "Always desire to enjoy the finer things in life" has an average of 3.79 in good category, and the lowest perception occurs in the item "Always endeavor to have a sense of social recognition" with the average score of 3.41 in both categories.

4.2.5. Variable of Attitude (Z)

Descriptive analysis of variables in the variable of attitude can be seen in Table 4.10:

Table 4.10
Variable of Attitude

No. Item	Indicator of Attitude	Mean	Category
1	Prefer counterfeit market goods.	4.06	Good

2	There's nothing wrong with purchasing counterfeit market goods.	3.98	Good
3	Buying counterfeit market goods generally benefits the consumer.	4.07	Good
4	Generally speaking, buying counterfeit market goods is a better choice.	3.97	Good
Total Average		4.02	Good

Source: Primary data processed, 2015

Based on the results of the descriptive analysis in Table 4.10, it shows that the average variable against an attitude is 4.02 that includes in good category. While the highest perception is in the item "Generally buying counterfeit goods market benefits the consumer" with an average of 4.07 in good category, and the lowest perception occurs in the item "Generally speaking, buying counterfeit goods market is a better choice" with the average scores 3.97 in good category.

4.2.6. Variable of Behavioral Intention (Y)

Descriptive analysis of variables in the variable of behavioral intention can be seen in Table 4.11:

Table 4.11
Variable of Behavioral Intention

No. Item	Indicator of Behavioral intention	Mean	Category
1	Prefer counterfeit market goods.	3.90	Good
2	There's nothing wrong with purchasing counterfeit market goods.	3.25	Good Enough
3	Buying counterfeit market goods generally benefits the consumer.	3.91	Good
4	Generally speaking, buying counterfeit market goods is a better choice.	3.87	Good
5	buy counterfeit products, instead of the designer products, if I prefer specific brands	3.96	Good
Rata - rata total		3.78	Good

Source: Primary data processed, 2015

Based on the results of the descriptive analysis in Table 4.11, it shows that the average variable on behavioral intention is 3.78 that includes in good category. While the highest perception is in the item "Buy counterfeit products, instead of the designer

products, if I prefer specific brands” has an average of 3.96 in both categories, and the lowest perception occurs in the item "There's nothing wrong with purchasing counterfeit goods market" with average score of 3.25 in both categories.

4.3. Analysis of Statistic

The statistical analysis used in this study is an analysis of the path or Path Analysis and tested with SEM analysis. Analysis of SEM (Structural Equation Model) is a multivariate technique of combining aspects of multiple regression and factor analysis to estimate a series of dependency relationships simultaneously (Hair et al, 1990). Hypothesis testing is done using AMOS program to analyze causality in the proposed structural models. This analysis was chosen to determine the effect of product quality and service quality to satisfaction and loyalty. This analysis is also to prove the five hypotheses of this study that have been described in previous chapters. However, before testing the hypothesis, it is necessary to test the performed goodness of fit analysis or test the feasibility of the model.

4.3.1. Validity and Reliability Test Results

Validity is the validity of the level reached by an indicator in assessing a construct or it can simply be defined as the degree of validity of the measurement of what is supposed to be measured (Anderson & Gerbing, 1988). Researchers are encouraged to test the validity or unidimensionality towards all the construct of indicators included in the model study before judging reliability.

Researchers tested the validity of any observed variable or indicator to approach convergent validity. Convergent validity can be seen from the measurement models by determining any valid estimated indicators that measure the dimensions of the tested concepts. An indicator shows significant convergent validity if the indicator

variable coefficients are greater than twice its standard error (Anderson & Gerbing, 1988) or have a critical ratio greater than two times the standard error (Ferdinand, 2002). AMOS program version 21 also provides the facility to assess the validity of standard criteria loading (λ) > 0.5 and otherwise reliable if Construct Reliability > 0.7.

In this study construct, reliability was tested using the approach to construct reliability by calculating index of the reliability instruments that used SEM models analyzed. Construct reliability is obtained by the Fornell and Laker's formula (1981):

$$\text{Construct Reliability} = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + \sum \varepsilon_i}$$

Where, λ hi = Standard loading each indicator (observed variables)

ε i = measurement error of each indicator (1 - reliability indicator).

Table 4.12
Validity of Test Results Items Research Variables

Variable	Indicator	(λ)	(ε)	t-value	Construct Reliability	Description
Brand Image					0.920	Reliabel
	Blm1	0.617	0.229			Valid
	Blm2	0.800	0.131	9.727		Valid
	Blm3	0.747	0.150	9.488		Valid
	Blm4	0.670	0.184	8.875		Valid
Value Consciousness					0.884	Reliabel
	VC1	0.575	0.259			Valid
	VC2	0.620	0.278	7.366		Valid
	VC3	0.720	0.167	7.834		Valid
	VC4	0.541	0.211	6.768		Valid
	VC5	0.542	0.267	6.779		Valid
Social Influence					0.896	Reliabel
	SI1	0.524	0.265			Valid
	SI2	0.535	0.273	6.386		Valid
	SI3	0.576	0.217	6.664		Valid
	SI4	0.687	0.155	7.247		Valid

	SI5	0.695	0.145	7.275		Valid
Personal Gratification					0.911	Reliabel
	PG1	0.713	0.302			Reliabel
	PG2	0.754	0.243	11.662		Valid
	PG3	0.831	0.147	12.499		Valid
	PG4	0.762	0.224	11.760		Valid
Attitude					0.935	Reliabel
	AT1	0.860	0.082			Valid
	AT2	0.632	0.158	10.907		Valid
	AT3	0.777	0.149	13.517		Valid
	AT4	0.689	0.215	12.028		Valid
Behavioral Intention					0.944	Reliabel
	BI1	0.707	0.137			Valid
	BI2	0.536	0.257	8.380		Valid
	BI3	0.664	0.137	10.254		Valid
	BI4	0.808	0.105	12.072		Valid
	BI5	0.788	0.089	11.865		Valid

Source: Primary data is processed, 2015

Based on the criteria of convergent validity indicator if the t value > 1.96 then the indicators are significant at $\alpha = 0.05$ (Holmes & Smit, 2001, Isaac, 2012). Then the reliability index which is considered reliable according to Holmes and Smit (2001) is greater than 0.7. Based on the above criteria, all indicators are declared invalid and all the reliability of the constructs in this research model as in Table 4.12 coefficient results Construct Reliability > 0.7 so that all the questions in the questionnaire on the items on the variable question Brand Image, Value Consciousness, Personal Gratification Social Influence, Attitude and Behavioral Intention are reliable. Thus, all constructs in this research model revealed reliable meaningful indicators of the construct and have the consistency and stability in explaining the construct tested.

4.3.2. Goodness of Fit

To identify the criteria of goodness of fit, this research used: *Absolut Fit Measured*, *Incremental Fit Measured*, and *Parsimonious Fit Measured*. The goodness

model test applies Amos software version 21.0. Here is the goodness of fit index is generated after testing:

Table 4.13
Goodness of Fit Index

<i>Goodness of Fit Index</i>	<i>Result</i>	<i>Cut Off Value</i>	<i>Criteria</i>
Chi Square	313,148	Expected Small	
Probability	0,113	$\geq 0,05$	Good
CMIN/DF	1,103	$\leq 2,00$	Good
RMSEA	0,053	$\leq 0,08$	Good
GFI	0,920	$\geq 0,9$	Good
AGFI	0,903	$\geq 0,9$	Good
TLI	0,903	$\geq 0,9$	Good
CFI	0,922	$\geq 0,9$	Good

Source: Amos Result, 2015

Value X^2 - Chi Square with a significance level of 0,113 whose value $p > 0.05$. This indicates that H_0 has no difference between matrix covariance sample and accepted estimating matrix covariance population. That is the sample covariance matrix with a population estimated covariance matrix is the same, so the model is expressed well.

The minimum sample Discrepancy Function - CMIN / DF is an index of suitability parsimonious that measures relationship goodness of fit model and the amount of the estimated coefficients that are expected to reach the level of conformity. Results CMIN / DF of 1,103 whose value is smaller than the recommended value CMIN / DF < 2 , indicating good model fit.

The Root Mean Square Error of Approximation - RMSEA, the index that used to compensate Chi Square statistics in a large sample. RMSEA values indicate goodness of fit that can be expected if the model is estimated in the population. Acceptance of the recommended value < 0.08 , while the test results of 0,053 that indicates that the model is good.

Based on an analysis of goodness of fit - GFI reflects the overall level of fitness model. The level of acceptance of the recommended $GFI > 0.90$. Results showed GFI value of $0.920 > 0.9$, so the model has a good fit.

Adjusted Goodness of Fit Index - AGFI is a development GFI index, an index that has been adjusted by the ratio of degree of freedom model that is proposed by the degree of Freedom of null models. The results showed AGFI values of 0.903 whose value is greater than the recommended AGFI values > 0.9 , indicating that this model has a good fit.

Tucker Lewis Index - TLI is an alternative incremental fit index that is compared with the baseline models tested. The recommended value as a good level of concordance is > 0.9 . The results showed that the TLI value at 0.903 so that it can be stated that the level of conformity is at both criteria.

Comparative Fit Index - CFI, a suitability of incremental index that compares models tested with null models. CFI recommended value > 0.9 . The test results at 0.922, indicating that the model is good.

From the measurement results Goodness of Fit Index above, we can conclude all parameters have fulfilled the requirements to be expected, so that this research model has fulfilled the suitability of the model.

4.3.3. Hypothesis Test and Result

Based on the AMOS results, it can be described path relationship between the variables of brand image, value, social, personal gratification against the attitude and behavioral intention, which is as follows:

Figure 3. The result of SEM model analysis

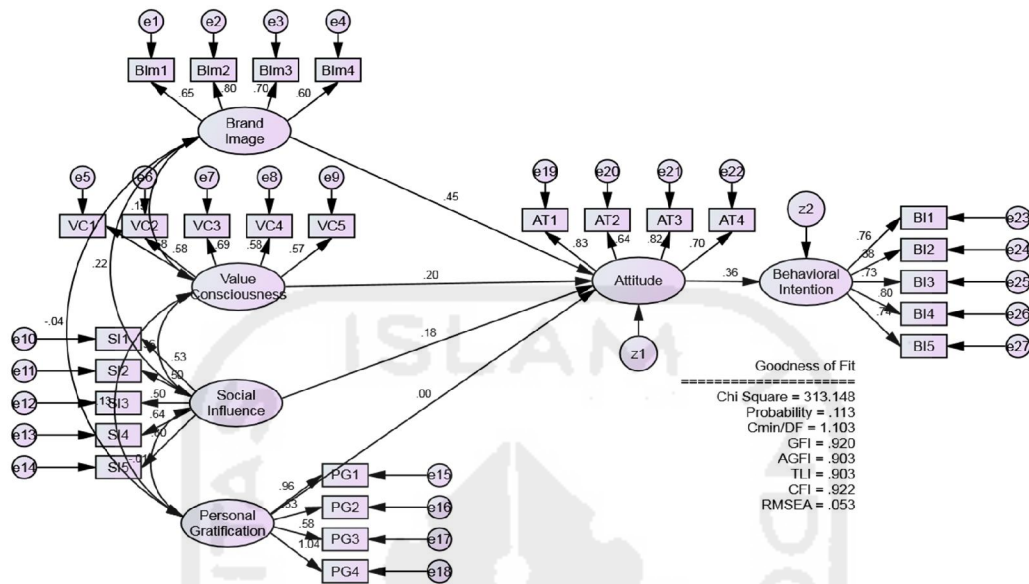


Table 4.14
AMOS Result

Relationship Between Variables	Coefficient Estimate	S.E.	C.R.	P value	Description
Brand Image → Attitude	0.449	0.086	6.224	0.000	Significant
Value → Attitude	0.200	0.096	2.732	0.006	Significant
Social → Attitude	0.177	0.078	2.529	0.011	Significant
Personal gratiication → Attitude	0.004	0.03	0.080	0.936	Not Significant
Attitude → Behavioral Intention	0.359	0.057	5.390	0.000	Significant

Source: Primary data is processed, 2015

1. First Hypothesis Testing

The first hypothesis testing to determine the influence of brand image on the attitude towards non-deceptive counterfeit sneaker products.

Based on Table 4.14, it shows that the brand image variables are statistically significant and have positive impact on attitude that is indicated by coefficient estimate of 0.449 with probability of $p = 0.000 < 0.05$. Thus brand

image is significant and have positive impact on the attitude, these results support the first hypothesis (H₁).

Brand image has positive significant effect towards attitude on counterfeits of sneakers product. This is because the brand image is the view of the consumer to the brand's reputation regarding the product itself. Reputation or image can be built through the promotion, community relations, as well as product quality and product performance. If the purchased product can fulfill consumer expectations, it will further increase the trust in the brand. Conversely, if the product purchased does not fulfill the expectation of the consumers, it will change the views of consumers about the product, so that the image will go down in the consumer's perspective.

2. Second Hypothesis Testing

The second hypothesis testing is to determine the effect of the attitude towards the value of non-deceptive counterfeit sneaker products.

Based on Table 4.14, it shows that the values are statistically significant and have positive impact on attitude indicated by coefficient estimate of 0.200 with probability of $p = 0.006 < 0.05$. Thus the value is significant and has positive impact of the attitude, these results support the second hypothesis (H₂).

Value consciousness is defined as the awareness to get a lower price in relation to the quality limits (Lichtenstein, Netemeyer, & Burton, 1990). It has been observed that when there are price pressures, consumers are more likely to engage in prohibited purchasing behavior. Fake product does have a lower quality, but consumers can make substantial savings compared to the original

product purchase. Thus, the value conscious consumer will have a perception of high value of the counterfeit products. Most consumers buy luxurious branded products in order to get benefit from the value of the brand, prestige and image of the product, but they may not want to pay a heavy price for all (Bloch et al, 1993 in Phau dab Teah, 2009).

Buy fake products / counterfeit is a huge cost savings to the consumer with some of the consequences that should be accepted including the quality of the product. Thus, consumers are aware that buying a counterfeit product is a form of cost savings, so that the awareness of the value in the purchase of counterfeit products is that the consumer will have a more positive attitude compared to consumers who are not aware of the value that buying counterfeit products is a form of savings.

3. Third Hypothesis Testing

The third hypothesis testing is to determine the social influence of the attitude towards non-deceptive counterfeit sneaker products.

Based on Table 4.14, it shows that social influence variables are statistically significant and have positive impact on attitude indicated by coefficient estimate of 0.177 with probability of $p = 0.011 < 0.05$. Thus social influence has significant and positive impact towards attitude, these results support the third hypothesis (H_3).

Social influence refers to the influence others have on the behavior of a consumer (Ang et al, 2001). Two common forms of consumer sensitivity towards social influence is the sensitivity of the information and sensitivity normative (Bearden et al, 1989; Wang et al, 2005; in Phau and Teah, 2009).

The sensitivity of the information is when a purchase decision based on the expert opinion of others (Ang et al, 2001).

Assurance of the opinions of others plays an important role as a reference point, particularly when consumers have little knowledge about the particular product. If the friend or the reference group had knowledge of the difference between original products and counterfeit products (eg in terms of product quality), the negative consequences of purchasing counterfeit products affect on consumers' perceptions of counterfeit products that have a luxury brand. Therefore, consumers would have a negative attitude towards products that are replicas of luxury branded products (Phau & Teah, 2009). On the other hand, the sensitivity of the normative looking at purchasing decisions that are based on the expectation of what will impress others (Ang et al, 2001 in Phau & Teah, 2009).

4. Fourth Hypothesis Testing

The fourth hypothesis testing is to determine the effect of personal gratification of the attitude towards non-deceptive counterfeit sneaker products.

Based on Table 4.14, it shows that the variable of personal gratification is not statistically significant and has positive impact towards the attitude that is indicated by coefficient estimate of 0.004 with probability of $p = 0.936 > 0.05$. Thus the personal gratification is not significant and has positive towards the attitude, this result does not support the hypothesis fourth (H_4). This is because the level of customer satisfaction is not only measured by the satisfaction of physical appearance, but rather the feeling of comfort and self-acceptance in the social environment or groups. Currently, counterfeit products from various

brands are very prevalent in the market and consumer knowledge in recognizing counterfeit products with original has been good, so by merely looking the physical appearance of the product, consumers know the difference between genuine and imitation products.

5. Fifth Hypothesis Testing

The fifth hypothesis testing is to determine the effect of the attitude towards behavioral intention on sneaker products.

Based on Table 4.14, it shows that the attitude variables are statistically significant and has positive impact on behavioral intention that is shown by the coefficient estimate of 0.359 with probability of $p = 0.000 < 0.05$. Thus the attitude is significant and has positive impact on behavioral intention, these results support the fifth hypothesis (H_5).

This is in accordance with the attitude theory that the attitude is defined as a predisposition to respond the environmental stimuli that can be initiated and or guiding the behavior of the person. Attitude is the result of genetic factors and the learning process associated with a product. Unethical decision making such as the purchase of counterfeit products is explained mainly by the attitude, regardless of the class of products (Wee et al, 1995; Ang et al, 2001; Chang, 1998 in Phau, Teah, & Lee, 2009). The more consumer support or positive of the counterfeit products from luxury branded products, the higher the likelihood they will buy fake products from the luxury branded products. Conversely, the more consumer against or do not support fake products from luxury branded products, the less likely they will buy a counterfeit product from the luxury branded product (Wee et al, 1995 in Phau, Teah & Lee, 2009).

Schiffman et al. (2001) described the meaning of gesture as an expression of inner feelings that reflect whether someone sees something favorable or unfavorable and consumer behavior can be influenced and changed their attitude. Changes in attitude may occur, naturally could be set up, studied and influenced by past behavior and information from other sources. Reasoned actions theory reveals that the positive attitude correlated interest in the purchase, which is the beginning of the real behavior (Ajzen & Fishbein, 1980).

DISCUSSION

This study found that brand image has a positive impact on consumer attitude towards counterfeit sneaker products. This is because reputation or image can be built through the promotion, community relations, as well as product quality and product performance. This result is consistent with previous studies (Bian, 2010 and Mountinho, 2010) that brand image plays an important role because of its contribution to the consumers in deciding whether the brand is the one for them. For example Nike is the most famous sneakers brand in the world, so people tend to buy Nike even they buy fake Nike.

Value consciousness has a positive impact on consumer attitude towards counterfeit sneaker products. It means that the higher value consciousness the more better attitude of consumer towards counterfeit sneaker products. This result is consistent with previous studies (Ang et al., 2001) that value consciousness is considered as a concern for playing lower prices, subject to some quality constraint. Consumers always consider the price of the product before they buy it. For example fake sneakers is cheaper than the original but the physical of fake sneakers same with

original sneakers, so people will choose the fake sneakers because they can get cheapest sneakers with the same physic.

Social influence has a positive impact on consumer attitude towards counterfeit sneaker products. It means that the higher social influence, the better attitude towards counterfeit sneaker products. This result is consistent with previous study (Bearden et al., 1989) that customers purchasing original or counterfeits of luxury brands subject to their social group norm. Social community sometimes gives a recommendation to the others to change weather they buy the product or not to buy. For example Indonesian Sneakers Team in Jogjakarta influence people to buy original sneakers, they give education to the people that when they buy original sneakers, they can also invest on sneakers, not only buy the sneakers, because when they buy limited edition sneakers which is the original products, they can sell it again with the higher price.

However personal gratification is not significant. Because the personal gratification has positive influence on attitude towards counterfeit sneaker products. This result is not consistent with previous study (Ang et al., 2001) that personal gratification refers to the requirement for a sense of perfection and social perception, and the desire to get the better thing of life. For example consumers, they do not care what people perception about what they wear even fake sneakers, it will not change the attitude to buy fake sneakers.

On the other hand attitude has a positive impact on behavioral intention towards counterfeit sneaker products. It means that the higher attitude, the more better behavioral intention towards counterfeit sneaker products. This result is consistent with previous studies (Penz et al., 2005) that attitudes towards behavior are noticed to be better predictor of behavior intention than attitudes towards products. People will

have behavior intention towards counterfeit sneakers because people like to buy fake sneakers.

From the discussion above, it is implied that brand image can be negative impact towards consumer attitude for buying fake sneakers, because the better image of the sneakers brand, it make consumers perception just care about the brand not the products, that is why people will prefer counterfeit sneakers brand such as fake Nike rather than the original Nike. Therefore if the company wants to eliminate consumer intention they cannot merely rely on just increasing their own brand image. The company must be considering to re price their sneakers product, because the price of the original sneakers is too high to compete with fake sneakers product, this is because consumer value consciousness is considered as a concern for paying low prices. The company of the original sneakers has to educate people about original sneakers, when people have well education about sneakers, so the community will come up and influence people to buy original sneakers and not to buy counterfeit sneakers. So when the company has emphasis a consumer value consciousness and consumer social environment it will be followed by consumer attitude towards counterfeit sneaker products and consumer intention to but counterfeit sneaker products.