

Chapter 5

Conclusions

Based on the analysis and discussion, the conclusions can be drawn as follows:

1. There is a significant influence between the brand images of the attitude towards counterfeit sneaker. This means, the better the brand image, the higher the attitude will be.
2. There is a significant influence between the value consciousness of the attitude towards counterfeit sneaker. This means, the better the value of consciousness, the higher the attitude will be.
3. There is a significant influence between the social influences on the attitude towards counterfeit sneaker. This means, the better the social influence, the higher the attitude will be.
4. There is no significant influence between personal gratifications to the attitude towards counterfeit sneaker.
5. There is a significant influence between the attitudes towards behavioral intention to purchase counterfeit sneaker products. This means the better attitude, then the higher the behavioral intention to purchase counterfeit sneaker products will be.