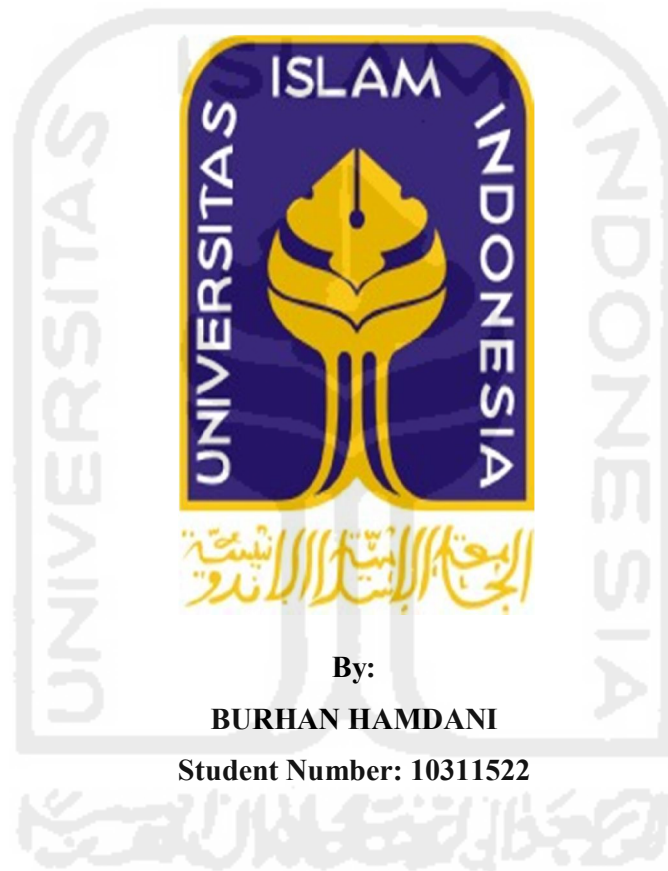


**ANTECEDENTS AND CONSEQUENCE OF ATTITUDE TOWARDS  
COUNTERFEIT SNEAKER PRODUCT**

**A RESEARCH JOURNAL**

**Presented as Partial Fulfillment of the Requirements to Obtain  
Bachelor Degree in Management Department**



**By:**

**BURHAN HAMDANI**

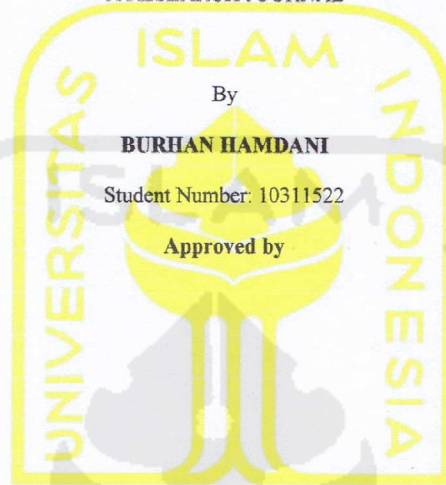
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**DEPARTMENT OF MANAGEMENT  
INTERNATIONAL PROGRAM  
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YOGYAKARTA**

**2016**

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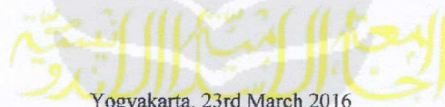


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Approved by



Yogyakarta, 23rd March 2016

Content Advisor,

A handwritten signature in black ink, which appears to be 'Anas Hidayat', is positioned below the text 'Content Advisor,'.

*Anas Hidayat, Drs., MBA, Ph.D*

# 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.

**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.

## **INTRODUCTION**

Nowadays, sneakers are one of the biggest business sectors in the world. There are so many well-known brands like Nike, Adidas, Puma, Reebok, New Balance, and etc. Those brands are very famous and most people in the world know them very well, but there are many counterfeit products that have been the biggest problem that is always copying that brand. Product piracy and counterfeiting of either industrial goods or luxury consumers is a significant and growing problem universally and is more serious in developing nations than in developed ones.

A shopkeeper in Italy placed an order with a Chinese sneaker factory in Putian for 3,000 pairs of white Nike Tiempo indoor soccer shoes (New York Times, 2010). A dangerous truth needs to take into account is that almost all customers are not conscious of their fallacious behaviors, which is harmful to a particular industry and can lead to social cost (Lysonski & Durvasula, 2008); they only recognize the social benefits of counterfeit products. To protect one of the most recognized brands in the world, Nike battles counterfeiters from Chinese courts to Brooklyn docks to the streets of Milwaukee, where Air Force One sneakers - "dookies" in local parlance - are a coin of the urban realm (Journal Sentinel, 2010). In the last fiscal year, U.S. Customs and Border Protection (CBP) seized more than \$260 million worth of counterfeit goods (New York Times, 2010). By the mid-1990s, a new brand of factory, specializing in fakes, began copying authentic Nike, Adidas, Puma and Reebok shoes. Counterfeiters played a low-budget game of industrial espionage, bribing employees at the licensed factories to lift samples or copy blueprints (New York Times, 2010).

CBP agents reported 1,683 seizures of contraband footwear in 2013, 214 less seizures than in the year before. The value of these seizures dropped by nearly 47% in 2013,

from \$103.4 million in 2012. This was one of the largest percentage declines among products reviewed (Frohlich, Hess, & Calio, 2014).

## **LITERATURE REVIEW**

The previous chapter has highlighted the importance of this study. This chapter will cover previous literatures of each topic area. Literature reviews are secondary sources obtained from published work such as journals, books, master's thesis, conference proceedings, and other reports, which are vital in supporting the derivation of hypothesis.

### **The Theory of Reasoned Action**

The theory of reasoned action is interpreted as a sufficient representation of attitude-behavior relationship, since possible external influences on intentions and behavior are thought to be totally mediated by the information processing that underlies and subjective norms (Ajzen & Fishbein, 1980). The relationship between the theory of reasoned action and this study is to find what really influence people to buy fake sneakers product.

### **Behavioral Intention**

Behavioral intention (BI) is defined as a person's perceived likelihood or "subjective probability that he or she will engage in a given behavior" (Committee on Communication for Behavior Change in the 21st Century, 2002, p. 31).

### **Brand Image**

Brand image is how consumer measure your brand in the market. According to Aaker (1996), brand is how a brand is perceived by consumers, which represents the set of brand organization in consumer memories.

### **Value Consciousness**

Value consciousness is considered as a concern for playing lower prices, subject to some quality constraint (Ang et al., 2001) and expected to have a positive effect on attitude towards counterfeits (Ang et al., 2001; Wang et al., 2005). Typical customers of counterfeit brands were more value conscious and had lower average income compared to those who do not buy fake products. Customer of counterfeits had more scanty financially and were hence guided by the price-value perception. Some people think that the price of counterfeit of luxury brands was much cheaper than the price of genuine ones and also counterfeit product have a similar functional benefits to original.

### **Social Influences**

Social influence is the action, reaction, and thoughts of an individual that are influenced by other people or groups. Social influence may be represented by peer pressure, persuasion, marketing, sales, and conformity. The expenditure stereotype of a consumer is a representation of his or her social class position. It is a more important determinant of his or her purchasing behavior than just income (Martineau, 1968). People tend to connect themselves to their social class or higher ones (Mellot, 1983).

### **Personal Gratification**

Personal gratification refers to the requirement for a sense of perfection and social perception, and the desire to get the better thing of life (Ang et al., 2001). Suchlike a trade-off, consumers are willing to purchase fakes regardless the awareness that original and counterfeits are not at the same quality. In 1996, Nill and Shultz II (1996) have planned a model illustrating the process of moral reasoning that customers have

to experience when they made the decision to buy a fake.

### **Attitude Towards non-Deceptive Counterfeit Sneaker Products**

Based on the theory of planned behavior, purchase behavior is influenced by purchase intention that in turn will be influenced by attitudes. Attitudes towards behavior are noticed to be better predictor of behavior than attitudes towards products (Penz et al., 2005). The theory also pointed that the opportunities and resources, for example, the accessibility of fake goods to be displayed before purchase behavior can be conducted.

From those all of literature, it is conclude that:

***H1: Brand Image has a positive influence on attitude towards non-deceptive counterfeit sneaker products.***

***H2: Value consciousness has a positive influence on attitude towards non-deceptive counterfeit sneaker product.***

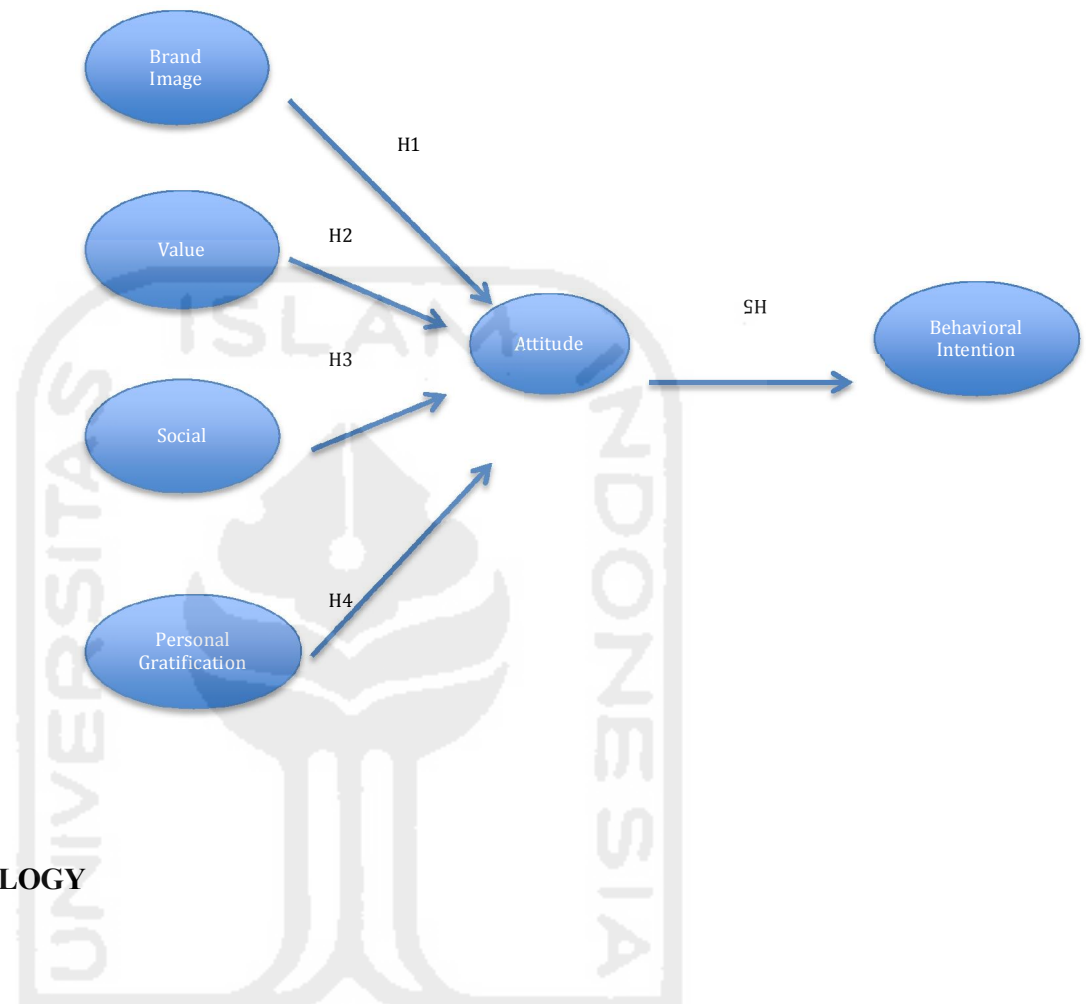
***H3: Social Influence has a positive effect on attitude towards non-deceptive counterfeit sneaker products.***

***H4: Personal Gratification has a negative influence on attitude towards non-deceptive counterfeits sneaker products.***

***H5: Attitude has a positive effect on intention to purchase counterfeits.***



**Figure1.** Theoretical Framework



## **METHODOLOGY**

### **Population**

The study takes place in Indonesia and applies to examine the modeling of determinants influence in consumer behavior towards counterfeits of sneakers product by studying brand image, value, social experience, personal gratification, and attitude. Buying fake products nowadays has been addiction for some people, in this context, purchasing fake sneakers is becoming popular rather than purchasing original sneakers. Respondents taken from students of university and people whose age are 18 above and that have stayed in Jogjakarta.

### **Sampling Design**

The samples taken are limited to those whose age are 18 – above. The range of age has been considered for the age of young adult and productive people. The age range is also considered as people who have frequent transaction to purchase fake sneakers. The study is further considered respondents who had never purchased fake sneakers as a part of sample subject. The population survey is mostly taken in a university in Jogjakarta, and some are taken randomly outside the university.

### **Research Instrument and Data Collection**

Data were collected via questionnaire from convenience sample. The questionnaire uses the five variables and 25 question items. Brand image measurements use the measurement from phau et al (2009) and Xuemei Bian et al (2011), including; “I am especially concerned about the impression that I make on others”, “I am rather sensitive to interpersonal rejections”, “The product is a statement of your image benefit self-image”, “This product can make you attract other people’s attention”. Value consciousness measurement sourced from Lichtenstein et al (1993), “I’m very concerned about low prices, but I am equally concerned about product quality”, “when purchasing a product, I always try to maximize the equality I get for the money I spend, “I generally shop around for lower prices on products, but they still must meet certain quality requirements before I buy them”, when I shop, I usually compare the price information for brands I normally buy”, “I always check prices at the market to be sure I get the best value for the money I spend”. Social influence measurement sourced from Hsu and Shiue (2008) and Van Den Putte et al (2005), including; “my best friends and I relatives buy counterfeit product”, “people in my environment buy counterfeit product”, “people in my society encourage me to buy counterfeit

products”, “it is acceptable if someone knows that I buy counterfeit products”, “it is acceptable in my society to buy counterfeit products”. Personal gratification measurement sourced from Ang et al (2001), including; “I always endeavor to have a sense of social recognition”, “I always attempt to have a sense of accomplishment”, “I always desire to enjoy the finer things in life”, “I always chase a higher standard of living”. Attitude towards counterfeit fashion/sneaker products measurement sourced from De Matos et al (2007), including; “I prefer counterfeit market goods”, “there’s nothing wrong with purchasing counterfeit market goods”, “buying counterfeit market goods generally benefits the consumer”, “generally speaking, buying counterfeit market goods is a better choice”. Behavioral intention to purchase counterfeit fashion/sneaker products measurement sourced from De Matos et al (2007), including; “I recommend to friends and relatives that buy counterfeited product, “I intend to purchase counterfeit products, “I think about a counterfeited product as a choice when buying something”, “I buy counterfeit products if I think genuine designer products are too expensive”, “I buy counterfeit products, instead of the designer products, if I prefer specific brands”.

#### **Variable Operational Definition**

All variables analyzed in this study are adopted from Lichtenstein (1993), Hsu and Shiue (2008), Van Den Putte et al (2005), Ang et al (2001), and De Matos et al (2007). An independent variable is a variable that influences the dependent variable in either a positive or a negative direction (Sekaran, 2000). This study is conducted with independent variables which are value consciousness, social influence, personal gratification, attitude, and behavioral intention.

Value consciousness is considered as a concern for playing lower prices, subject to some quality constraint (Ang et al., 2001) and expected to have a positive effect on

attitude towards counterfeits (Ang et al., 2001; Wang et al., 2005). Typical customers of counterfeit brands were more value conscious and had lower average income compared to those who do not buy fake products. The Indicators used for value consciousness in this research are: 1) The customer concerned about low prices, but they are equally concerned about product quality, 2) When purchasing product, the customer always try to maximize the quality they get for the money they spend, 3) The customers generally shop around for lower prices on product, but they still must meet certain quality requirements before they buy them, 4) When the customer shops, the customers usually compared the price information for brands they normally buy, 5) The customers always check prices at the market to be sure they get the best value for the money I spend. Social influence is the action, reaction, and thoughts of an individual are influenced by other people or groups. Social influence may be represented by peer pressure, persuasion, marketing, sales, and conformity. The expenditure stereotype of a consumer is a representation of his or her social class position. It is a more important determinant of his or her purchasing behavior than just income (Martineau, 1968). The indicators used for social influence in this research are: 1) My best friends and relatives buy counterfeit products, 2) People in my environment buy counterfeit products, 3) People in my society encourage me to buy counterfeit products, 4) It is acceptable if someone knows that I buy counterfeit products, 5) It is acceptable in my society to buy counterfeit products. Personal gratification refers to the requirement for a sense of perfection and social perception, and the desire to get the better thing of life (Ang et al., 2001). Suchlike a trade-off, consumers are willing to purchase fakes regardless the awareness that original and counterfeits are not at the same quality. In 1996, Nill and Shultz II (1996) have planned a model illustrating the process of moral reasoning that customers have to

experience when they made the decision to buy a fake product. The indicators used for personal gratification in this research are: 1) The customer always endeavors to have a sense of social recognition, 2) The customer always attempts to have a sense of accomplishment, 3) The customer always desires to enjoy the finer things in life, 4) The customer always chases a higher standard of living. Brand image is how consumer measure your brand in the market. According Aaker, brand is how a brand is perceived by consumers (Aaker, 1996), which represent the set of brand organization in consumer memories. A meaningful brand is more than a product, it is a story, and products are more than just an accumulation of functional benefits. Based on Bian and Mountinho (2011), brand image plays an important role because of its contribution to the consumers deciding whether the brand is the one for them (Dolich, 1969). The indicators used for brand image in this research are: 1) The customer especially concerned about the impression that they make on others, 2) The customers are rather sensitive to interpersonal rejections, 3) The product can bring the statement of the consumer itself, 4) The consumer can attract other people when they bring the product itself. Behavioral intention (BI) is defined as a person's perceived likelihood or "subjective probability that he or she will engage in a given behavior" (Committee on Communication for Behavior Change in the 21st Century, 2002, p. 31). BI is behavior-specific and operationalized by direct questions such as "I intend to [behavior]," with Likert scale response choices to measure relative strength of intention. Intention has been represented in measurement by other synonyms (e.g., "I plan to [behavior]") and is distinct from similar concepts such as desire and self-prediction (Armitage & Conner, 2001). Ajzen (1991) argued that BI reflects how hard a person is willing to try, and how motivated he or she is, to perform the behavior. The indicators used for Behavioral Intention in this research are: 1) The customers

recommend friends and relatives to buy a counterfeit product, 2) The customers intend to purchase counterfeit products, 3) The customers think about a counterfeit product as a choice when buying something, 4) The customers buy counterfeit products if they think genuine designer products are too expensive, 5) The customers buy counterfeit products, instead of the designer products, if they prefer specific brands. Attitudes towards behavior are noticed to be better predictor of behavior than attitudes towards products (Penz et al., 2005). The theory also pointed that the opportunities and resources, for example, the accessibility of fake goods to be displayed before purchase behavior can be conducted. Making an unethical decision, for instance, buying fakes, is explained mainly by attitudes without regarding to product class (Wee et al. 1995, ang et al., 2001, Chang 1998). The more favorable customer attitudes are towards counterfeit brands, the higher likely are the opportunities of purchasing (Wee et al., 1995). The indicators used for attitude in this research are: 1) The customers prefer counterfeit market goods, 2) There is nothing wrong with purchasing counterfeit market goods, 3) Buying counterfeit market goods generally benefits the consumer, 4) Generally speaking, buying counterfeit market goods is a better choice.

## **RESEARCH FINDINGS**

### **Findings**

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. 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. 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. 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%.

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.

**Table 1.** Validity of Test Results Items Research Variables

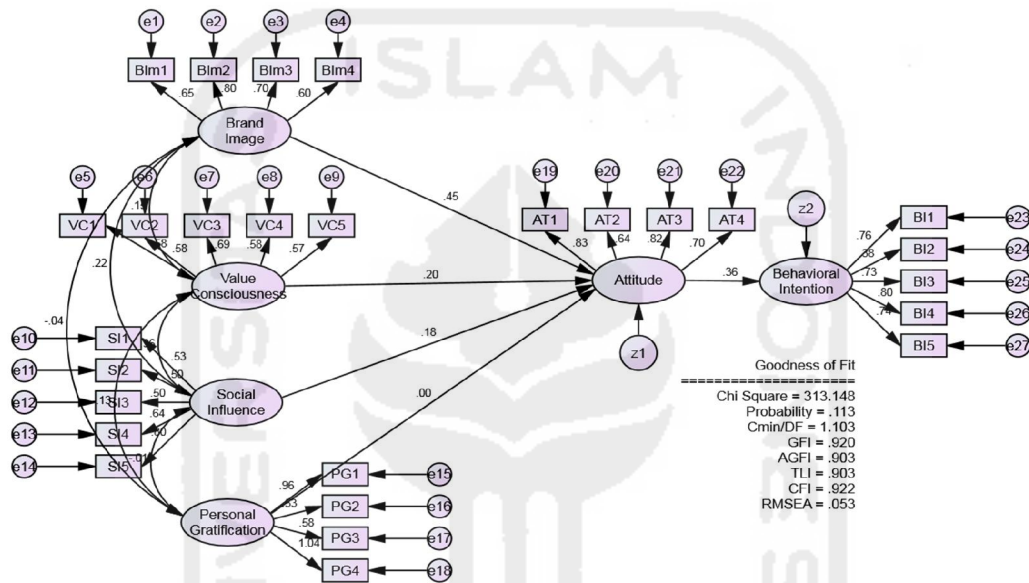
| Variable               | Indicator | ( $\lambda$ ) | ( $\epsilon$ ) | t-value | Construct Reliability | Description |
|------------------------|-----------|---------------|----------------|---------|-----------------------|-------------|
| Brand Image            |           |               |                |         | 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 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 2.** The result of SEM model analysis



**Table 2.** 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 gratification → 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

### **Hypothesis Testing Result**

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 ( $H_1$ ). 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 ( $H_2$ ). 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 ( $H_3$ ). 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 ( $H_4$ ). 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 ( $H_5$ ).

### **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.

## **CONCLUSION**

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.

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