

CHAPTER V

Conclusion and Recommendation

5.1. Conclusions

Based on the data analysis results, there are several conclusions as follow:

1. Brand image had positive influence on purchase intention of counterfeit branded product of converse. The testing of the brand image on purchase intention was proven because the value of probability was 0.000 ($p < 0.05$) and the path estimate was 0.185 (H1 was supported). The greater the brand image, the greater the consumer's intention to purchase the product. Moreover, the lower the brand image, the lower the consumer's intention to purchase the product.
2. Product involvement had negative influence on purchase intention of counterfeit branded product of converse. The testing of the product involvement on purchase intention was proven because the value of probability was 0.000 ($p < 0.05$) and the path estimate was -0.294 (H2 was supported). The higher the product involvement on counterfeits branded product of converse, the lower the purchase intentions of consumer on counterfeit branded product of converse. Moreover, the lower the product involvement on counterfeits branded product of converse, the higher the purchase intentions of consumer on counterfeit branded product of converse
3. Product involvement had negative influence on brand image of counterfeit branded product of converse. The testing of product involvement on brand

image was proven because the value of probability was 0.000 ($p < 0.05$) and the path estimate was -0.213 (H3 was supported). The higher the product involvement on counterfeit branded product of converse, the lower the brand image on counterfeit branded product of converse. Moreover, the lower the product involvement on counterfeits branded product of converse, the higher the brand image on counterfeit branded product of converse

4. Product knowledge had negative influence on brand image of counterfeit branded product of converse. The testing of product knowledge on brand image was proven because the value of probability was 0.000 ($p < 0.05$) and the path estimate was -0.192 (H4 was supported). The greater the product knowledge on counterfeit branded product of converse, the lower the brand image on counterfeit branded product of converse. Moreover, the lower the product knowledge on counterfeit branded product of converse, the higher the brand brand image on counterfeit branded product of converse.
5. Product knowledge had negative influence on purchase intention of counterfeit branded product of converse. The testing of product knowledge on brand image was proven because the value of probability was 0.000 ($p < 0.05$) and the path estimate was -0.154 (H5 was supported). The greater the product knowledge on counterfeit branded product of converse, the lower the purchase intention on of counterfeit branded product of converse. Moreover, the lower the product knowledge on counterfeit branded product of converse, the higher the purchase intention on counterfeit branded product of converse

5.2 Limitation

This research has some limitations regarding respondent and variable. Regarding with respondent, it was little bit difficult to gather the respondent above target, which was 200 respondents because not all of respondents had converse and difficulties to find relation information among variables.

5.3 Recommendation

1. For empirical studies, future research should examine other product that has higher price or more luxury product to make it easier to analyze.
2. For Fashion Company, the company should develop their uniqueness or competitive advantages by creating good quality product to make other company imitate the product.
3. For marketer, the marketer must educate their customer frequently by telling what is the story behind the product, the specification of every product, to avoid scammers that want to sell counterfeits product and claim it as original product.