THE ROLE OF BRAND IMAGE, PRODUCT INVOLVEMENT, AND KNOWLEDGE IN EXPLAINING CONSUMER PURCHASE BEHAVIOR OF COUNTERFEIT BRANDED PRODUCTS OF CONVERSE

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THE ROLE OF BRAND IMAGE, PRODUCT INVOLVEMENT, AND KNOWLEDGE IN EXPLAINING CONSUMER PURCHASE BEHAVIOR OF COUNTERFEIT BRANDED PRODUCTS OF CONVERSE

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ABSTRACT

The aim of this research was to determine the role of brand image, product involvement, and knowledge in explaining consumer purchase behavior of converse counterfeits. This research was conducted in Indonesia. The sample of the research was the users of converse product or know about converse product. The data was collected by using questionnaire based on Likert scale. The method of sample was convenient sampling with 194 respondents that were chosen to represent overall users. The data was then analyzed by using Structural Equation Modeling analysis with the help of SPSS and AMOS. The result of this research showed that there were significant and positive impacts of brand Image toward purchase intention, there were negative impacts of product knowledge towards brand image and purchase intention, and there were negative impacts of product involvement towards brand image and purchase intention.

Keyword: *Product Involvement, Product Knowledge, Brand Image, Purchase Intention*

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui peran citra merek, keterlibatan produk, dan pengetahuan dalam menjelaskan perilaku pembelian konsumen terhadap barang palsu merek converse. Penelitian ini dilakukan di Indonesia. Sampel penelitian adalah pemakai produk converse atau mengetahui produk converse. Data dikumpulkan dengan menggunakan kuesioner berdasarkan skala likert. Metode sampel menggunakan convenience sampling dengan 194 responden dipilih untuk mewakili keseluruhan pengguna. Data kemudian dianalisis dengan menggunakan analisis Structural Equation Modeling dengan bantuan SPSS dan AMOS. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif dan signifikan dari citra merek terhadap minat membeli, ada dampak negatif pengetahuan produk terhadap citra merek dan minat membeli, ada dampak negatif dari keterlibatan produk terhadap citra merek dan minat membeli.

Kata Kunci: Keterlibatan Produk, Citra Merek Pengetahuan Produk, Minat Membeli.

INTRODUCTION

Shopping is done to examine goods or services with intent to buy, to hunt through a market in search of a best buy, and to make a search (Huddleston dan Minahan, 2011). Nowadays, the concept of shopping has a different reaction in the society. The shopping concept become their lifestyle and becomes their hobby.

People create shopping concept to fulfill their wants and desire which possibly is not needed. There are factors like mode and trends in the society that trigger and drive the people to buy more and more. They tend to buy the newest trend and better quality product which are actually the same with product that they already have before such as shoes, shirt, bag, make up and other stuff excessively. They want to get their identity by buying the newest and trending product that other people does not have before. They hope that other people will praise them. People also buy the product not only for the functional only, but also for the prestige, to increase their social status and lifestyle. Nowadays, many people buy the high-end smartphone not for the function itself, which is telecommunication, but they buy it for prestige and to increase social status.

According to some researcher, consumptive lifestyle can be reflected by how they dress in fashion. Therefore, the people that are always up-to-date with fashion trend, may affect their social status. Social status is given by the people inside the society (Enrico, Aron, & Oktavia, 2014), that's why it triggers the competition among the others to show off their social status through fashion. The competition illustrate that if the appearance is more fashionable than that shown in the public, the people will assume their social status as middle-upper class people. There are many ways that they can do to follow the trend in social life, for instance by using they dress or fashion to show off their identity and their life style.

Counterfeits product is included in fashion on people's lifestyle. According to Chaudhry and Walsh (1996); Kapferer, (1995); Grossman and Shapiro, (1988a,b), counterfeits are those bearing a trademark that is identical to, or indistinguishable from, a trademark registered to another party and infringe the rights of the holder of the trademark. In my point of view, many people attracted to buy counterfeits product because many people has low income per month and they want to buy branded product with not affordable price. Therefore, they assume that if they buy the counterfeits of branded product, it will increase their prestige on public. That is the reason why many people want to buy counterfeits product rather than original product. In Yogyakarta, there are lots of places that provide counterfeits product in their store. With lots of store selling counterfeits products, the consumer is very satisfied and happy because the desire to buy counterfeits product is easily fulfilled.

Nowadays, the type of counterfeits product that provided by many store is various, for instance shoes, bag, t-shirt, jacket and many more. Recently, the interest of the people for the counterfeits shoes is higher rather than few years ago. This phenomenon can be happened because the counterfeits shoes nowadays is very similar with the original shoes, in terms of the shape, materials, and color with more affordable price that they love. By wearing trending shoes, they can increase their confidence and fashion.

There are some factors that can influence the intention to buying counterfeits product such as: brand image, brand involvement, and brand knowledge. Conventionally, brand image is defined as how a brand is perceived by consumers (Aaker, 1996, p. 71). The brand image is the first most important factor because in terms of buying counterfeits product, consumer will choose the brand that has good brand image. It reflects the quality and increase their social status. Brand image is important because it contributes the consumer's decision whether or not the brand is the one for him/her (Dolich, 1969) and it influences the consumers' subsequent buying behavior (Johnson and Puto, 1987; Fishbein, 1967), before brand equity (Biel, 1992).

Consumers with higher levels of product knowledge have better-developed and more complex schemata with well-formulated decision criteria (Marks and Olson, 1981). When they process information, less cognitive effort is required and relevant knowledge structures can be activated automatically, and they are able to process more information (Alba and Hutchinson, 1987). Much evidence shows that product knowledge does have an impact on information processing to the consumer (Larkin et al., 1980). For example, Zhu (2004) states that, in a RV leisure van research, when the consumer selects a product, he/she usually rely on his/her product knowledge to evaluate it, and his/her product knowledge would also affect his/her information search procedure, attitude, and information search quantity. In addition, his/her level in product knowledge would determine consumer purchase decision, and indirectly affect his/her buying intention. The product knowledge will help the consumer to choose which product has good similarities with the original one.

Many research said that when product involvement is high, buyer decision processes are thought to proceed through extended decision making, a series of sequential stages involving information search and evaluation of criteria (Browne and Kaldenberg, 1997; Celsi and Olson, 1988); consumer didn't want and cannot afford to exert high effort to process the information in low involvement situation. (Chung and Zhao, 2003). Thus, when product involvement is high, consumers are more likely to put in for more effort and are more capable of evaluating CBPs as opposed to their counterparts, the original branded products (BPs). This research aimed to examine the impact of perceived brand image, direct and indirect effects of product involvement and product knowledge on consumer purchase intention of counterfeits in the context of non-deceptive counterfeits.

LITERATURE REVIEW

Brand Image

Gardner and Levy (1955) firsty introduced that in marketing activity brand image is very important. Brand image is important because it contributes to the consumer's deciding whether or not the brand is the one for him/her (Dolich, 1969) and it influences consumers' subsequent buying behaviour (Johnson and Puto, 1987; Fishbein, 1967). According to Aaker (1991), brand image is defined as set of brand affiliation that are anything connected to a brand, usually in some meaningful way. Better brand image of enterprises will lead to consumers' higher purchase intention (Cretua & Brodieb, 2007; Keller, 2001), as well as create more profits for enterprises (Faircloth, Capella, & Alford, 2001). Schiffman and Kanuk (2007) suggested that consumers would choose products according to brand image. When brand market is more competitive, consumers are more likely to make a purchase decision according to the image and faith in product properties. If the consistency between consumers' perceived symbolic image of a product and their self-image is higher, consumers' product preference and purchase intention will be affected (Elliott, 1997; Mehta, 1999).

Numerous previous studies had demonstrated a positive relationship between perceived benefit and consumer decision making (e.g. Cho et al. , 2002; Bove and Johnson, 2000; Mai and Ness, 1997; Dodge et al. , 1996). Prior research reveals that consumers who wilfully buy a CBP believe they are getting the prestige (e.g. Ang et al. , 2001; Tom et al. , 1998; Bloch et al. , 1993) and quality (Grossman and Shapiro, 1988a) of the BP for a fraction of its price (Tom et al. , 1998). Based on the above explanation, the research hypothesis is as follow:

H1: Brand image has significant and positive influence on purchase intention of counterfeits branded product of converse.

Product involvement
Product involvement has many definitions according to researchers perception. Traylor (1981) defined involvement as a consumer's understanding or recognition of a specific product. Product involvement is commonly defined as a consumer's enduring perceptions of the importance of the product category based on the consumer's inherent needs, values, and interests (e.g. de Wulf et al. , 2001; Mittal, 1995; Zaichkowsky, 1985). The higher level of the consumer consideration on the product is called high involvement and the lower level of the consideration on the product is called low involvement. Zaichkowsky (1985) called involvement personal demand,conception, and interest in the product. Engel et al. (1995) reported involvement as under a specific environment. A consumer is stimulated by personal recognition and/or interest in the product. The higher the level, the higher the involvement; the lower the level, the lower of the involvement.

There are relationships between product involvement and purchase intention. Friedman and Smith (1993) discovered in their research concerning service that when consumer selects a service, his/her involvement increases. Goldsmith and Emmert (1991) reported that product involvement plays an important role in consumer behavior. When his/her involvement level increases, the consumer will search for further information. Petty et al. (1983) adopt the Elaboration Likelihood Model (ELM) and discover that high product involvement, brand attitude and purchase intention have a much higher correlation than that of low product involvement. Neese and Taylor (1994) discovered in their research concerning automobiles comparison advertisement that, under a different level of advertisement information, high involvement of a product causes a distinct positive purchase intention, whether in the advertising attitude, brand recognition, and brand attitude, than with a low involvement product.

H2: Product involvement has negative influence on purchase intention of counterfeits branded product of converse.

There is also relationship between product involvement and brand image. Research showed that when product involvement is high, buyer decision processes are thought to proceed through extended decision making, a series of sequential stages involving information search and evaluation of criteria (Browne and Kaldenberg, 1997; Celsi and Olson, 1988); consumers are able to exert a great deal of effort to process information in a low involvement situation (Chung and Zhao, 2003). Thus, when product involvement is high, consumers are more likely to put in more effort and are more capable of evaluating CBPs as opposed to their counterparts, the original branded products (BPs), in the context of non-deceptive counterfeiting. Deliberative information processing involves the scrutiny of available information and an analysis of positive and negative features, of costs and benefits (Fazio, 1990). Since CBPs are low grade BPs (Nia and Zaichkowsky, 2000; Penz and Sto¨ttinger, 2003), when product involvement is high, there is a chance of consumers being able to distinguish the difference between CBP and BP, develop different perceptions of CBP as opposed to BP, and show less preference for the CBP than the BP. On the other hand, when product involvement is low, the differences between CBPs and BPs might not be easily recognized, due to consumers' lack of motivation, effort and even capability in relation to processing information. Consequently, consumers' perceived brand image

of CBP and BP might not differ significantly under these circumstances, which will lead to more favorable perceptions of the CBPs than the BPs. As explained above, the following hypothesis is as follows:

> *H3: Product involvement has negative influence on brand image of counterfeits branded product of converse.*

Product knowledge

Consumer knowledge is one of the important constructs in consumer behavior and can affect information searching (Brucks 1985 ; Rao and Sieben 1992) and information processing (Alba and Hutchinson 1987 ; Bettman and Park 1980 ; Johnson and Russo 1980 ; Rao and Monroe 1988). Brucks (1985) stated that product knowledge is based on memories or known as knowledge from consumers. Lin and Zhen (2005) asserted that product knowledge depends on consumer's awareness or understanding about the product, or consumer's confidence about it.

Consumers with higher levels of product knowledge have better cognitive capacity to evaluate comparative alternatives. This idea is line with Kempf and Smith (1998), who suggested, that consumers with higher levels of product knowledge are more diagnostic and well informed than those who have lower levels of product knowledge. Thus, the higher the level of product knowledge that consumer possesses, the less chance he/she will generate evaluation bias, with the result that knowledgeable consumers are likely to appreciate that counterfeits branded product are low grade branded product. From the explanation above, about the relationship between product knowledge and brand image, the hypothesis is as follow:

> *H4: Product knowledge has negative influence on brand image of counterfeits branded product of converse.*

Self-perceived knowledge operates as a direct positive influence of purchase intentions for original branded durable products (Berger et al. , 1994). In the context of non-deceptive counterfeiting, consumers with higher levels of product knowledge are able to evaluate counterfeit branded products more accurately and become less favorable and amenable to counterfeit branded products compare to branded products. Thus, they should give less approval to the grade of counterfeit branded products and show less preference for counterfeit branded products. According to the information above, the hypothesis is as follow:

> *H5: Product knowledge has negative influence on purchase intention of counterfeits branded product of converse.*
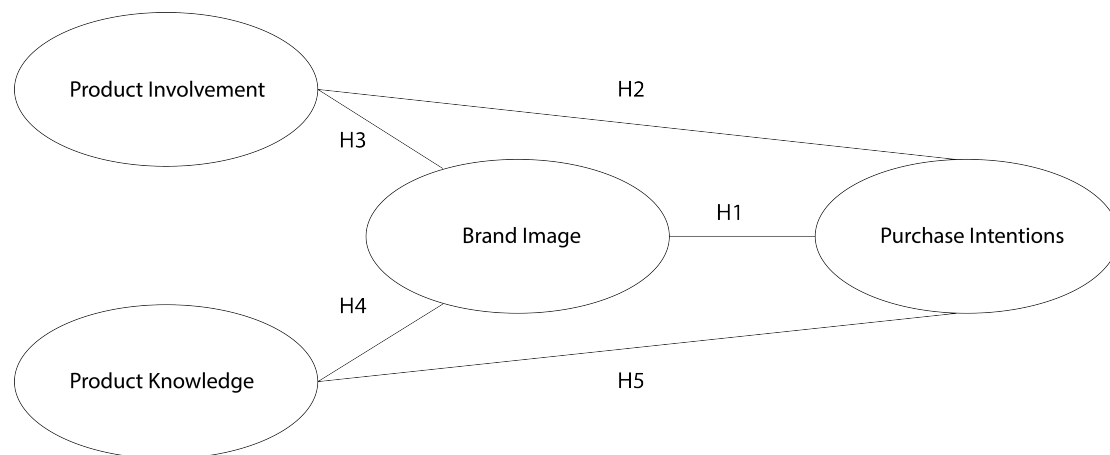
2.4 Purchase intention

Purchase intention refers to the possibility for consumers to attempt to purchase a product (Dodds, Monroe, & Grewal, 1991), as well as their behavioral tendency developed after they receive advertising message. Purchase intentions are personal action tendencies related to the brand (Bagozzi et al., 1979; Ostrom, 1969). Intentions are distinct from attitudes. Whereas attitudes are summary evaluations, intentions represent the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behaviour (Eagly & Chaiken, 1993). Zethaml (1988) suggested that consumer purchase intention is subject to perceived quality, value, objective price and commodity attribute. If the perceived value is higher, the purchase intention will be higher. Keller (2001) pointed out that purchase intention can be regarded as a key indicator to predict consumption behavior. Blackwell, Miniard and Engel (2006) suggested that purchase intention refers to the product that the consumer wants to

buy. Schiffman and Kanuk (2004) indicated that purchase intention aimed to measure the possibility of buying certain product by the consumer. Thus, a aimed concise definition of purchase intentions may be as an individual's conscious plan to make an effort to purchase a brand (Spears and Singh, 2004).

Theoritical Framework

Figure 1. **Framework Model**

RESEARCH METHOD

This research can be classified as causal research that aimed to find the correlation among brand image, product involvement, product knowledge, and purchase intention. The test result are expected to examine these variables to verify their relationships and provide better understanding of consumer behavior in buying counterfeits branded products. Quantitative approach was used in this research method by using survey and questionnaire as the research instrument and also used itemized rating scale to asses the data from 200 respondents who had experienced in buying counterfeits branded products or knew the existence of counterfeits branded products.

This research took place in Indonesia with the population of this research was Indonesian. The range of age had been considered for the age of young people or teenager and people who had ever buy counterfeits branded product or just knew the existence of it. The respondents who had never buy and know the counterfeits branded products were not a part of sample subject. This research was taken from 200 respondents by filling out the questionnaires, while the selection of respondents was done by convenient sampling.

Data collection method used in this study was questionnaire. The questionnaire was translated in *Bahasa Indonesia* in order to simplify the language. The data (n=200) were collected from Indonesian who ever buy counterfeits branded product or know the existence of it. The secondary data were collected from previous literature reviews and relevant journals.

This questionnaire was measured with Likert scale. It is a measuring scale requiring the respondent to indicate the degree of agreement or disagreement with the given statements. The questionnaire used 6-point Likert scale items, where (1) is for strongly disagree and (6) is for strongly agree.

Primary data was collected by distributing questionnaire. The questionnaire used 4 variables and (?) questions items and was designed to measure correlation among brand image, product knowledge, product involvement, and purchase intentions. All items were measured within six-Likert scale ranging from strongly disagree (1) to strongly agree (6). In addition, demographic variables such as gender and age were included into the model as control variables.

There were four kinds of variables used in this research. They were independent variable, dependent variable, and mediating variable. Mediating variable is brand image, independent variable are product involvement and product knowledge, and dependent variable is purchase intention.

In this research, the function of validity test is an indicator to measure and analyze whether each item of instrument could explain the variable observed or not. The effectiveness of the questionnaire as a measurement tool is the most important factor in determining the quality of the research result. The indicator can be said as valid, if the corrected item total correlation is greater than the critical value for validity coefficient (0.30) or equal to 0.30 (≥0.30). But if the validity coefficient of one item is less than the critical value for validity coefficient (0.30), the item is considered invalid or failed.

Moreover, reliability test is designed to find out the consistency of the measurement tools. It resulted relatively consistent if there is re-measurement in the same subject. The reliability of a measure indicates the extent to which the measure is without bias or error free, and hence, offers consistent measurement across time and across the various items in the instrument (Sekaran, 2000). A reliable measurement tool will provide a reliable result that is also relevant to the variable used. If the data is relevant to the real condition, the result of any measurement conducted in the next period will always be the same.

Reliability test was conducted with SPSS by putting all questions in SPSS to be analyzed. It used alpha coefficient from Cronbach to find the value of alpha Cronbach (α) ≥ 0.6. Thus, the measurement tool of the research was claimed reliable to be used.

DATA ANALYSIS AND DISCUSSION

The respondents in this research were mostly women as much as 108 respondents or 55.7% and men by 86 respondents or 44.4%. It showed that the majority of the respondent that know and ever-bought converse was women. The respondents in this research were mostly between 15-25 years old with 190 respondents or 97.9%. Based on occupation the respondents in this research were mostly student as much as 188 respondents or 96.9%, private employee by 2 respondents or 1% and others by 4 respondents or 2.1%. It showed that the majority of the respondent that know and ever-bought converse was student. Based on earnings the respondents in this research mostly had earnings per month of between Rp 500,000 – Rp 1,500,000 were 116 respondents.

In the application of AMOS, the retest of validity and reliability of the data was required. In this test, 194 responses were used as the the sample. This test was used to determine whether the data were reliable and valid or not. In this test, the software of AMOS version 22.0 was used. The evaluation was assessed using Confirmatory Factor Analysis or CFA. The objective was to understand how good variables could be used to measure the construct. If the value of loading factor from each construct was more than 0.5 (λ>0.5), it was considered as valid. Moreover, if the value of construct reliability from each construct was more than 0.7, it was considered as reliable.

Table 1 **Validity and Reliability Test**

Variable	Indicator	å(l)	å(e)	Construct Reliability	Label
Brand Image				0.762	Reliable
	BI1	4.01	5.012		Valid
	BI2				Valid
	BI3				Valid
	BI4				Valid
	BI5				Valid
	BI6				Valid
Product Involvement				0.844	Reliable
	PrI1	3.34	2.051		Valid
	PrI2				Valid
	PrI3				Valid
	PrI4				Valid
Product Knowledge				0.870	Reliable
	PK1	3.39	1.714		Valid
	PK2				Valid
	PK3				Valid
	PK4				Valid
Purchase Intention				0.877	Reliable
	PI1	3.39	1.598		Valid
	PI2				Valid
	PI3				Valid
	PI4				Valid

HYPOTHESIS TESTING

Figure 2 **Structural Equation Model**
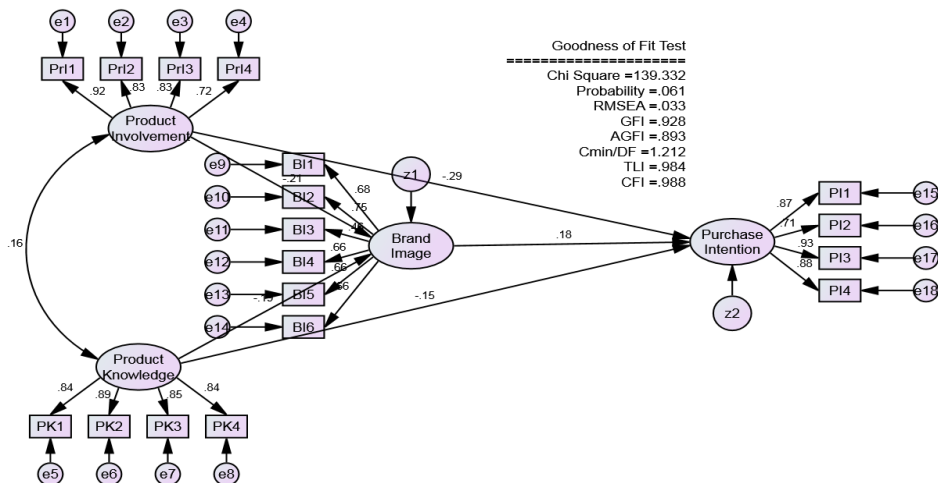
Based on goodness of fit score of GFI, AGFI, TLI and CFI is above cut off score is 0.9, which mean the relation among variable is good.

Table 2 **Hypothesis Testing**

Hypothesis	Variable Relationship			Estimate	p-Value	Status
H1	Purchase_Intention	<---	Brand_Image	0.185	0.000	Supported
H2	Purchase_Intention	<---	Product_Involvement	-0.294	0.000	Supported
H3	Brand_Image	<---	Product_Involvement	-0.213	0.000	Supported
H4	Brand_Image	<---	Product_Knowledge	-0.192	0.000	Supported
H5	Purchase_Intention	<---	Product_Knowledge	-0.154	0.000	Supported

In the first hypothesis, brand image has significant and positive influence on purchase intention of counterfeits branded product of converse.. In Table 4.11, it can be seen that p-value of brand image on purchase intention was 0.000 (p<0.05) and the path estimate was 0.185 (H1 was supported), which means that the hypothesis was **accepted**

In the second hypothesis, product involvement has negative influence on purchase intention of counterfeits branded product of converse. In Table 4.11, it can be seen that p-value of product involvement on purchase intention was 0.000 (p<0.05) and the path estimate was -0.294 (H2 was supported), which means that the hypothesis was **accepted**

In the third hypothesis, product involvement has negative influence on brand image of counterfeits branded product of converse. In Table 4.11, it can be seen that p-value of product involvement on brand image was 0.000 (p<0.05) and the path estimate was -0.213 (H3 was supported), which means that the hypothesis was **accepted.**

In the fourth hypothesis, product knowledge has negative influence on brand image of counterfeits branded product of converse. In Table 4.11, it can be seen that p-value of product knowledge on brand image was 0.000 (p<0.05) and the path estimate was -0.192 (H4 was supported), which means that the hypothesis was **accepted.**

In the fifth hypothesis, product knowledge has negative influence on purchase intention of counterfeits branded product of converse.. In Table 4.11, it can be seen that p-value of product knowledge on purchase intention was 0.000 (p<0.05) and the path estimate was -0.154 (H5 supported), which means that the hypothesis was **accepted.**

Result and discussion

Brand Image on Purchase Intention

The result of this research proved that brand image had a positive influence on purchase intention. The result was measured by SEM. The greater the brand image attribute, the greater the influence of consumer purchase intention on the product. Moreover, the lower the brand image attribute, the lower the purchase intention of the customer towards the counterfeits branded product of converse.

This result was in line with the previous research by Dolich (1969), brand image that had 3 components (product attributes, the benefits of using a brand, and brand personality) that were adapted from Plummer (2000) is important because it contributes to the consumer's decision whether or not the brand is the one for him/her and whether or not it influences consumers' subsequent buying behavior (Johnson and Puto, 1987; Fishbein, 1967), thereafter brand equity (Biel, 1992). Previous research suggested that favorable brand personalities are a central driver of consumer preference and usage (e.g. Freling and Forbes, 2005), as consumers are more likely to associate them with a desired group, or ideal self-image (Aaker, 1997; Lefkoff-Hagius and Mason, 1993). The consumer used perceived attributes in the decision-making process (Puth et al. ,1999). Numerous previous studies had demonstrated a positive relationship between perceived benefit and consumer decision making (e.g. Cho et al. , 2002; Bove and Johnson, 2000; Mai and Ness, 1997; Dodge et al. , 1996).

Product Involvement on Purchase Intention

The result of this research proved that product involvement had a negative influence on purchase intention. The result was measured by SEM. The higher the product involvement on counterfeits branded product (CBP), the lower the purchase intentions of consumer to buy the product. Moreover, the lower the product involvement, the higher the purchase intention of the customer towards the counterfeits branded product.

Consumers look for more personal, experimental and symbolic gain in high involvement situations than they do in low involvement situations, rather than maximizing product functionality (Soloman et al., 1985). When product involvement is high consumers are more likely to regard CBP as a product of low price and low quality, CBP will not give the personal pleasure, excitement, and status desired by consumers. Thus, consumers will have a lower level of purchase intention of CBP if product involvement is high. On the other hand, consumers are more likely to purchase CBP if they are not seeking a personal indulgence (Bian and Moutinho, 2011). Therefore, based on previous research and the results, it can be concluded that product involvement had negative influence on purchase intention of counterfeits branded product of converse.

Product Involvement on Brand Image

The result of this research proved that product involvement had a negative influence on brand image. The result was measured by SEM. The higher the product involvement for counterfeits branded product (CBP), the lower the brand image of CBP. Moreover, the lower the product involvement, the higher the brand image of CBP.

The result was proven because since CBP are low grade BP (Nia and Zaichkowsky, 2000; Penz and Sto¨ttinger, 2003), when product involvement is high, there is a chance of consumers being able to distinguish the difference between CBP and BP, develop different perceptions of CBP as opposed to a BP, and show less preference for the CBP than the BP. On the other hand, when product involvement is low, the differences between CBP and BP might not be easily recognized, due to consumers' lack of motivation, effort and even capability in relation to processing information. Consequently, consumers' perceived brand image of CBP and BP might not differ significantly under these circumstances, which will lead to more favorable perceptions of the CBP than the BP.

Product Knowledge on Brand Image

The result of this research proved that product knowledge had negative influence on brand image. The result was measured by SEM. The greater the product knowledge, the lower the brand image of counterfeits branded product. Moreover, the lower the product knowledge, the greater the brand brand image of counterfeits branded product .

This result was in line with the previous research by Bian and Moutinho (2011). He argued that, given better-developed and more complex schemata, consumers with higher levels of product knowledge have better cognitive capacity to evaluate comparative alternatives. That idea agrees with Kempf and Smith (1998), who suggested that consumers with higher levels of product knowledge are more diagnostic and informed than those who have lower levels of product knowledge. Thus, the higher the level of product knowledge of consumer, the lower the purchase intention of counterfeit branded product of converse.

Product Knowledge on Purchase Intention

The result of this research proved that product knowledge had negative influence on purchase intention. The result was measured by SEM. The greater the product knowledge, the lower the purchase intention of counterfeits branded product. Moreover, the lower the product knowledge, the higher the consumer's purchase intention of counterfeits branded product.

In the context of non-deceptive counterfeiting, consumers with higher levels of product knowledge are able to evaluate CBP more accurately and become less favorable and amenable to CBP than to BP. Thus, they should give less approval to the grade of CBP and show less preference for CBP (Bian and Moutinho, 2011).

Conclusions

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

Limitation and recommendations

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.

For empirical studies, future research should examine other product that has higher price or more luxury product to make it easier to analyze. For Fashion Company, the company should develop their uniqueness or competitive advantages by creating good quality product to make other company imitate the product. 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.

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