

THE EFFECT OF BRAND CONSCIOUSNESS, FASHION CONSCIOUSNESS, VALUE CONSCIOUSNESS AND SOCIAL INFLUENCE ON THE INTENTION TO BUY COUNTERFEITS PRODUCTS

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Abstract

This research examines the influence of brand consciousness, fashion consciousness, value consciousness, and social influence on the intention to purchase counterfeit products. The study uses primary data from questionnaires distributed to 140 respondents selected by purposive sampling. Data analysis was conducted through multiple linear regression with SPSS version 2.0. Confirmatory Factor Analysis (CFA) tests data validity, while multiple linear regression tests the hypothesis. The results show that brand consciousness positively and significantly influences the intention to purchase counterfeit products. Consumers with high brand consciousness are inclined toward counterfeit products, perceiving them to have similar quality and brand image to the originals. Fashion consciousness also has a positive influence, indicating that consumers with high fashion awareness but lower purchasing power see counterfeit products as an appealing alternative. Value consciousness, however, does not significantly impact the intention to purchase counterfeit products. Consumers who prioritize quality are less likely to buy counterfeits due to the risk of products not meeting expectations. Social influence has a significant impact on the intention to buy counterfeit products; Consumers with financial constraints may be more inclined to purchase counterfeit goods as a way to align with their social circles.

Keywords: *Brand consciousness; Fashion consciousness; Purchase intention; Social influence; Value consciousness.*

INTRODUCTION

The luxury brands fashion products business or fashion products from luxury brands have enormous profit potential and have grown rapidly along with their significant growth in recent decades (Kassim et al., 2021). Quoted from female.com, this business segment includes various types of products, including clothing, bags, watches, shoes, jewelry, and cosmetics. Luxury Columnist (2022), a leading online media, stated that the price range of products from one of the most famous luxury brands in the world, such as Louis Vuitton, varies greatly. For example, the most expensive series bag, Steiff Louis Vuitton Teddy Bear, is sold for US\$ 2.1 million or around Rp. 30 billion, while the Louis Vuitton Urban Satchel is priced at around US\$ 150 thousand or around Rp. 2 billion. On the other hand, the lowest series bag, Louis Vuitton Nano Speedy, can be obtained for around Rp. 30 million.

However, at the same time, consumers have shifted their preferences towards counterfeits or imitation products of luxury brands. The change in consumer choice towards counterfeits products is due to the high price of genuine luxury brand products (Scotto et al., 2021). The quality of counterfeits products which is almost identical to the original product and the lower production costs make counterfeits products have a more affordable selling price (Fathurrahman & Saputri, 2019). This attracts consumer interest in luxury brand counterfeits products, because they believe that using

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counterfeits products from luxury brands can increase their self-confidence and social status (Bhatia, 2018).

According to Tiara (2023), counterfeit products refer to products that are produced illegally with the aim of imitating original products but with lower quality. The products are designed to resemble or copy well-known brands without official permission, including replication in design, brand logos, trademarks, colors, and packaging with a level of similarity that is close to the original product (Wicaksono, 2023). Fernandes (2013) defines this action as misuse of identical trademarks, thereby violating the rights of trademark holders and Intellectual Property Rights (IPR) laws.

Based on research conducted by USwitch (2020), the online media presents information about luxury brand products that are most often counterfeited or become luxury brand product counterfeits in Table 1.1 below:

Table 1 Top 10 Products Counterfeits Luxury Brands 2022

Rank	Brand	Category
1	<i>Rolex</i>	<i>Watch</i>
2	<i>Gucci</i>	<i>Fashion</i>
3	<i>Yeezy</i>	<i>Shoes</i>
4	<i>Louis Vuitton</i>	<i>Fashion</i>
5	<i>Crocs</i>	<i>Shoes</i>
6	<i>Balenciaga</i>	<i>Fashion</i>
7	<i>Air Jordan</i>	<i>Shoes</i>
8	<i>Converse</i>	<i>Shoes</i>
9	<i>Vans</i>	<i>Shoes</i>
10	<i>Chanel</i>	<i>Fashion</i>

The case of counterfeit products that have attracted international attention shows that the demand for such products has increased by more than 12% annually for the past few decades (Scotto et al., 2021). In addition, the counterfeit product business has been on the rise since the 1970s and continues to grow (Bhatia, 2018). Counterfeiting has become a global phenomenon that has had a significant negative impact on the luxury goods industry, resulting in losses of \$30.3 billion (Brandao & Gadekar, 2019). This creates economic challenges worldwide, especially for companies that produce authentic luxury brands (Davidson et al., 2019).

Focusing on the situation of counterfeit products in Indonesia, detik.com reported that in 2020, the circulation of counterfeit and illegal products in Indonesia, including fashion products, cosmetics, and gadgets, caused economic losses of up to IDR 291 trillion. Items that are often counterfeited include printer ink, clothing, leather products, software, cosmetics, food, beverages, and pharmaceutical products. Purchases of counterfeit products can be made through online platforms such as Bukalapak, Tokopedia, and Shopee (Pangestuti & Sukresna, 2018). According to Republika Online (2023), Mangga Dua and Taman Puring in Indonesia are known as popular places selling counterfeit products, including bags, clothing, shoes, watches, jewelry, and perfumes. The quality of the products offered varies, from super premium KW with a similarity level of 80 percent to mirror KW with a similarity level of 90 percent.

However, the growth of the counterfeit product business is not only driven by manufacturers and the number of counterfeit product sellers, but also by the increasing demand from consumers who want to own products from luxury brands, even though the products are counterfeits. In addition to the price being much more affordable compared to the original product, consumers' desire to achieve social status, appear stylish, and lack of affiliation with local products are factors that drive increased interest in purchasing counterfeits products (Bhatia, 2018). The intention to purchase counterfeits products reflects consumers' desire to own goods with famous brands or original products at a lower cost.

In addition, the main factor driving the high demand for counterfeit products is consumer behavior itself, which is influenced by several aspects such as brand consciousness. Brand consciousness reflects the extent to which consumers have an understanding or knowledge of a brand, including understanding of the brand, perception of quality, value, and brand image that can influence their purchasing decisions (Andini, 2020). According to Romadhona et al. (2023), when consumers have brand awareness but cannot afford the original product, they tend to choose to buy counterfeit products. Brand consciousness influences consumer behavior related to the intention to purchase luxury counterfeit products that have high quality and are almost no different when compared to the original brand (Tiara, 2023).

In addition to brand consciousness, the factor underlying consumer behavior towards counterfeit products is fashion consciousness. Counterfeit products provide an alternative for consumers who are active in following fashion trends, but with limited purchasing power (Scotto et al., 2021). Fashion consciousness includes the level of understanding and sensitivity of individuals to fashion trends, styles, and developments in the fashion world. Individuals who have a high level of fashion awareness are generally active in following the latest fashion developments and try to reflect their identity through fashion choices (Maulidiya, 2023). Another factor underlying consumer decisions to choose counterfeit products is value consciousness. According to Ting et al. (2016), consumers who have value awareness of a product but cannot afford to buy the original product tend to see counterfeits as a more affordable alternative. Value consciousness refers to the extent to which consumers are sensitive to value, whether in the context of product quality, fair price, or values associated with the brand. Consumers who have high value awareness of a product are more likely to choose counterfeits because they can pay a lower price but still get similar value and function (Bhatia, 2018). In addition to the above factors, the next factor is social influence, which has the ability to influence consumer behavior towards counterfeit products. Consumers tend to choose and buy products that match their social class (Bhatia, 2018). This is especially true when someone is trying to achieve or maintain a higher social status, and in this context, they may choose to buy branded products as a symbol of their status, wealth, and social class, even though they are counterfeit products. When consumers emphasize brand prestige but cannot afford the original and expensive branded products, they tend to turn to counterfeit products as an alternative (Kassim et al., 2021).

The presence of problems from the phenomena explained earlier shows that interest in counterfeit products is very high. Although there are already legal regulations that address the problem of counterfeit products (Hasanah, 2019), this business continues to grow to this day. This is due to the fact that the purchase of counterfeit products is influenced by consumer behavior itself which is based on factors such as brand consciousness, fashion consciousness, value consciousness and social influence. Based on the explanation above, the author is interested in conducting research which the author has written in a scientific paper entitled "The Influence of Brand Consciousness, Fashion Consciousness, Value Consciousness and Social Influence on Purchase Intention of Counterfeit Products".

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Consumer Behavior of Counterfeit Products

Consumer behavior includes their actions in obtaining, using, and disposing of products and services, including the purchase intention process (Sinulingga et al., 2023). Indonesian consumers tend to prefer imported fashion products that are considered to be of better quality than local products, even though the prices are high. Due to limited purchasing power, some consumers choose counterfeit products to improve their self-image (Darusalam, 2018). Bhatia's (2018) research shows that variables such as value consciousness, social influence, and personal income have an effect on purchase intention for counterfeit products in India, while brand consciousness and perceived risk are not significant. Similar research by Scotto et al. (2021) in Turkey found that fashion consciousness, ease of access, and ethical judgment have a significant effect on purchase intention for luxury counterfeit products, but brand consciousness and value consciousness did not show a significant

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effect. These findings indicate the importance of continuous analysis of changing consumer behavior trends.

Counterfeiting (Forgery)

Counterfeiting or counterfeiting is an activity that produces goods that resemble original products from brands that have trademarks and copyrights, but are made illegally with lower quality (Brandao & Gadekar, 2019). Luxury products such as Polo shirts, Rolex watches, Gianni Versace clothing, and Hermes bags are often targets of counterfeiting because of their high prices and the social status that accompanies them (Jiang et al., 2018). According to Tiara (2023), there are several types of counterfeit products: (1) Counterfeiting, which imitates original brands and logos, usually on cosmetics or clothing; (2) Piracy, imitating technology products identically; (3) Knockoff/clones, similar products with their own brand names and legal, such as cheaper basic products; (4) Design copies/trade dresses, imitating the design of popular competitor products; and (5) Creative adaptation, namely creative modification or improvement of existing products to face new competition.

Purchase Intention

Purchase intention reflects consumer trust and involvement in a product or service, becoming the initial step before a purchase decision (Scotto et al., 2021). Purchase intention arises after consumers evaluate brands and choose products that offer the highest satisfaction (Budi & Yasa, 2023). In the context of counterfeits products, purchase intention is often influenced by the urge to get branded products at affordable prices, involving factors such as consumer behavior, economic considerations, experience, market information, and social influence (Bhatia, 2018). According to the AIDA (Attention, Interest, Desire, Action) model from Kotler & Keller (2016), purchase intention starts from consumer attention to the product, interest in it, the urge to have it, to the purchase decision. Bhatia (2018) uses four indicators to measure purchase intention with a five-point Likert scale from "strongly disagree" to "strongly agree", namely; (1) Considering counterfeits products when shopping; (2) Buying counterfeits products; (3) Recommending counterfeits products to friends and family; (4) Get counterfeit products from retail stores.

Brand Consciousness

Brand consciousness or brand awareness is a psychological tendency towards well-known branded products (Ferdinand & Berlianto, 2022). Consumers who value status are willing to pay a higher price for a brand that is considered a symbol of prestige (Scotto et al., 2021). Individuals with high levels of brand consciousness expect that brands reflect status and prestige, and as a result, they are willing to purchase luxury and well-known branded products (Bhatia, 2018). In general, consumers tend to choose products with brands that they are familiar with, based on considerations of comfort, safety, and trust in the product (Alvarez & Rubiyanti, 2021). Sometimes, consumers who are aware of the value of a brand, but cannot afford the original product, feel the desire to obtain counterfeits products (Pangestuti & Sukresna 2018). Bhatia (2018) applied four indicators to evaluate brand consciousness with a five-point Likert scale from "strongly disagree" to "strongly agree", namely; (1) It is important that other people like the brand that is purchased; (2) The tendency to buy products based on what brands other people like; (3) Seeking information about products and brands that give a good impression to other people; (4) Following brands that are commonly used by other people.

Fashion Consciousness (Fashion Awareness)

A person who has a high level of fashion consciousness tends to be more sensitive to changes in the fashion world, actively follows the latest trends, and has good aesthetic judgment regarding clothing and appearance (Pangestu, 2021). Fashion consciousness can be defined as the extent to which a person is involved in clothing styles or the fashion world, showing a strong interest in

clothing styles and appearance (Dewi, 2022). Fashion choices are often used as a means to convey identity and express oneself. Scotto et al., (2021) found that counterfeit products are an attractive alternative for consumers who have high fashion consciousness and have lower purchasing power. In measuring the fashion consciousness variable, research conducted by Scotto et al. (2021), there are four indicators used with a five-point Likert scale from "strongly disagree" to "strongly agree", which are taken from the research of Shim & Gehrt (1996), including: (1) Looking for information about the latest fashion products; (2) Having one or more types of fashion with the latest styles; (3) Keeping the fashion product collection up to date; (4) Considering fashion products that suit your style.

Value Consciousness(Value Awareness)

Bhatia (2018) explains that value consciousness reflects consumer awareness of the desire to pay a lower price, while still paying attention to the quality that matches the value obtained from the product. The involvement of value consciousness arises when buying counterfeit products because it is directly related to the price and the extent to which consumers feel that the value of the product is worth the cost incurred (Tiara, 2023). Those who choose to buy counterfeit products believe that they can gain prestige and prestige without having to pay more (Kassim et al., 2021). In addition, consumers with a high level of value consciousness tend to have a more positive attitude towards counterfeit products compared to consumers with low value consciousness (Divariyana & Nizam 2018). In Bhatia's (2018) research, there are four indicators of value consciousness used with a five-point Likert scale from "strongly disagree" to "strongly agree", involving: (1) The importance of product price; (2) Concern for product quality; (3) The habit of comparing prices before buying a product; (4) Efforts to maximize quality before making a product purchase.

Social Influence(Social Influence)

According to Bhatia (2018), social influence refers to a person's strategy to influence the decisions and behavior of others. In this context, social influence can come from close individuals such as family, friends, and coworkers. Scotto et al., (2021) explain that social influence is a process in which individuals change their thoughts, feelings, or behavior in response to pressure, encouragement, or influence from other people or social groups. Peers and colleagues around consumers can also have a strong influence on the decision to buy original or counterfeit products, because as individuals, consumers tend to want to create a positive impression on others and show their wealth status (Bhatia, 2018). This may be due to feelings of insecurity or discomfort, as well as concerns about their social status, or even just to avoid the low stigma of their social group (Nasira, 2022). In a study conducted by Bhatia (2018), there were four indicators used to evaluate the social influence variable with a five-point Likert scale from "strongly disagree" to "strongly agree", namely: (1) Observing what products are in demand or popular that other people use; (2) Asking others about popular products; (3) Consulting with people around you to get their views on the best products before making a purchase; (4) Gathering information from friends or relatives about products before making a purchase.

Relationship Between Variables

Those with high brand consciousness expect that the brand reflects status and prestige, so they are willing to buy luxury and well-known branded products (Scotto et al., 2021). Brand consciousness describes the ability of potential buyers to recognize and remember a brand as part of a particular product category. Generally, consumers tend to choose products with well-known brands, based on considerations of convenience, safety, and product reliability (Repi et al., 2020). In a study conducted by Bhatia (2018), brand consciousness did not show a positive and significant impact on the behavior and purchasing decisions of counterfeit products in consumers in India. The same thing happened in a study by Scotto et al. (2021) that brand consciousness did not have a positive and significant effect on the purchase intention of luxury counterfeit products in consumers in Turkey. However, in contrast to the results of Bhatia (2018) and Scotto et al. (2021), a study by Ricardo (2019) on consumers interested in luxury goods in Surabaya showed that brand consciousness had a significant

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influence on behavior related to the purchase intention of counterfeits products. This finding is in line with research by Irawati et al., (2023).

H1: It is suspected that brand consciousness has a significant influence on the intention to purchase counterfeit products.

Fashion consciousness refers to a person's level of awareness or sensitivity to fashion trends, styles, and current developments in the fashion world (Widyaningrum & Nusran, 2021). Research by Scotto et al., (2021) identified a correlation between fashion consciousness and the tendency to purchase counterfeits products based on the extent to which the product looks authentic compared to the original version. In addition, the results of research by Ariati & Pratama (2020) showed that counterfeits products provide an alternative for consumers who have high fashion consciousness but lower purchasing power. Similar findings were found in the study by Scotto et al. (2021), which stated that fashion consciousness has a positive and significant impact on the purchase intention of luxury counterfeits products on consumers in Turkey.

H2: It is suspected that fashion consciousness has a significant influence on the intention to purchase counterfeit products.

Ting et al. (2016) stated that value consciousness plays an important role in the purchase intention of counterfeits products because it is closely related to price and the extent to which consumers feel that the value of the product is equivalent to the costs they incur. However, the results of Scotto et al.'s (2021) study on Turkish consumers showed that the value consciousness factor has a negative and insignificant relationship to consumer behavior towards the purchase intention of luxury goods counterfeits products. On the other hand, Bhatia (2018) in his study exploring the factors that influence behavior towards the purchase intention of counterfeits products showed that value consciousness has a positive and significant influence on behavior towards the purchase intention of counterfeits products. This finding is in line with the research of Ting et al. (2016), which also concluded that value consciousness has a positive impact on behavior and purchase intention of counterfeits products, where value consciousness directly responds to consumer preferences for a product.

H3: It is suspected that value consciousness has a significant influence on the intention to purchase counterfeit products.

Subarman & Dunan (2022) also stated that social influence includes how other people influence a person's behavioral decisions, where social influence is related to external pressure, such as the influence of important and close individuals, such as family, friends, and coworkers. In research conducted by Fasha et al. (2022), it was stated that consumers often make purchases with the aim of making a good impression on others. The results of a study conducted by Scotto et al. (2021) showed that social influence has a negative and insignificant effect on the intention to purchase counterfeits products. However, the results of Bhatia's (2018) study are different, stating that social influence from friendship groups, coworkers, and family can have a strong influence in shaping the intention to purchase counterfeits products.

H4: It is suspected that social influence has a significant influence on the intention to purchase counterfeit products.

RESEARCH METHODS

The information collected from the distribution of questionnaires in qualitative format is first processed to convert it into quantitative data. This conversion process involves the use of a Likert scale to provide quantitative values. Operational definition refers to giving a specific meaning to a variable by determining specific activities or appropriate methods to measure the variable (Sekaran & Bougie, 2017). The research conducted using a questionnaire as a tool, where the answers from respondents will be measured using an interval scale. The variables measured will be broken down into variable indicators. These indicators will be the basis for compiling instrument items that can be in the form of questions or statements. Multiple linear regression analysis is a technique used in this

study with the help of the SPSS 2.0 analysis tool. Confirmatory Factor Analysis (CFA) is a technique used to evaluate validity.

RESULTS AND DISCUSSION

Validity and Reliability Test

Validity testing using SPSS and an analysis tool called Confirmatory Factor Analysis (CFA) which tests the validity of constructs or variables. With Confirmatory Factor Analysis (CFA), discriminant and convergent validity will be obtained (Ghazali, 2018). With the condition that if the questions have a loading factor exceeding 0.50, this indicates that the indicators form a consistent measuring instrument, measure the same construct, and are effective in predicting what should be predicted.

Table 2. Validity Test Results

KMO Coefficient	Indicator	Factor					MSA Coefficient
		Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	
0.896	BC1		0.625			0.461	0.901
	BC2		0.792				0.822
	BC3		0.772				0.900
	BC4		0.763				0.893
	FC1			0.661			0.923
	FC2			0.776			0.900
	FC3			0.739			0.924
	FC4	0.427		0.669			0.933
	VC1	0.654					0.939
	VC2	0.803					0.919
	VC3	0.852					0.871
	VC4	0.882					0.832
	SI1		0.404		0.474		0.892
	SI2	0.459			0.643		0.891
	SI3				0.727		0.921
	SI4				0.796		0.868
	NB1					0.557	0.892
	NB2				0.407	0.568	0.910
	NB3					0.751	0.894
	NB4					0.729	0.888

The results of the factor analysis in the initial stage showed a high KMO value, reaching 0.896, exceeding the desired threshold of 0.5. According to the MSA assessment, all indicators showed good values, with the lowest MSA value being BC2 at 0.822, none of which required deletion based on the MSA criteria. However, there were several indicators that were grouped into two factors: BC1, FC4, SI1, SI2, and NB2, thus requiring additional factor analysis. In the final stage, after factor analysis was conducted four times, a KMO value of 0.864 was obtained, with all MSA values above 0.5, and each indicator grouped with its own factor. Therefore, the indicators that can be used for further analysis are BC2, BC3, and BC4 for brand consciousness, FC2 and FC3 for fashion consciousness, VC1, VC2, VC3, and VC4 for value consciousness, SI1, SI3 and SI4 for social influence, and NB2, NB3, and NB4 for purchase intention. Based on the final results of the validity test above, a data reliability test was carried out based on the Cronbach alpha value. From this test, the Cronbach alpha value for brand consciousness was 0.791, the Cronbach alpha value for fashion consciousness was 0.747, the Cronbach alpha value for value consciousness was 0.900, the Cronbach

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alpha value for social influence was 0.793, and the Cronbach alpha value for purchase intention was 0.757.

Multiple Linear Regression

Table 3. Multiple Linear Regression Results
Coefficients^a

Model		Unstandardized B	Coefficient Std. Error	Standardized Coefficient Beta	t	Sig.
1	(Constant)	3.948	.715		5,519	<,001
	<i>Brand Consciousness</i>	.146	.052	.212	2,833	,005
	<i>Fashion Consciousness</i>	.183	.087	.165	2,096	.038
	<i>Value Consciousness</i>	.016	.047	.028	.347	.729
	<i>Social Influence</i>	.340	.069	.428	4.939	<,001

a. Dependent Variable: Purchase Intention

Based on Table 3 above, it can be seen that the coefficients of each variable and constants that are observed in this study are brand consciousness (X1) 0.146, fashion consciousness coefficient (X2) 0.183, value consciousness coefficient (X3) 0.016, social influence coefficient (X4) 0.340 and constant 3.948. This means that the independent variables have an effect on purchase intention (Y). The equation can be written as follows:

$$Y = 3.948 + 0.146X1 + 0.183X2 + 0.016X3 + 0.340X4 + e$$

From the equation it can be explained that the influence of brand consciousness, fashion consciousness, value consciousness and social influence on the intention to buy counterfeit products. The results of the analysis show that:

1. The constant value (a) of 3.948 shows that when the values of variables X1, X2, X3, and X4 are considered constant, the value of the intention to purchase counterfeit products is 3.948.
2. The first coefficient, namely brand consciousness (X1), has a value of 0.146, which indicates that an increase in brand consciousness (X1) of 1 will increase purchase intention (Y) by 14.6 percent.
3. The second coefficient, namely fashion consciousness (X2), has a value of 0.183, which means that every increase in fashion consciousness (X2) of 1 will increase purchase intention (Y) by 18.3 percent.
4. The third coefficient, namely value consciousness (X3), has a value of 0.016, which means that every increase in value consciousness (X3) of 1 will increase purchase intention (Y) by 1.6 percent.
5. The fourth coefficient, namely social influence (X4), has a value of 0.340, which shows that every increase in social influence (X4) by 1 will increase purchase intention (Y) by 34.0 percent.

Correlation Coefficient (R) Adjusted Determination (R2)

Table 4 Results of Correlation Coefficient (R) and Adjusted Determination (R2)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.675a	.445	.439	1.53128

From Table 4, it can be seen that the R value is 0.675. This shows that the correlation between brand consciousness, fashion consciousness, value consciousness and social influence on the purchase intention of counterfeit products is 67.5 percent. So it can be categorized as a strong correlation, namely in the range of 0.610 - 0.800.

To assess the overall influence of independent variables on the dependent variable, we refer to the coefficient of determination (R^2). From Table 4.18, it is found that Adjusted R^2 has a value of 0.439. This shows that brand consciousness, fashion consciousness, value consciousness and social influence are able to influence the intention to purchase counterfeits products by 43.9 percent, while the remaining 56.1 percent is influenced by other factors or variables that are not studied.

The Influence of Brand Consciousness on Purchase Intention of Counterfeits Products

Based on the multiple linear regression analysis that has been carried out, it was found that the t-value for the brand consciousness variable (X_1) was 2.833, exceeding the t-table value of 1.656, with a significance level of 0.005, which is smaller than 0.05. This shows that brand consciousness has a positive and significant influence on the intention to purchase counterfeits products. This finding is in line with previous research by Ricardo (2019) which found a significant influence of brand consciousness on the intention to purchase counterfeits products in Surabaya. Brand consciousness influences consumer perceptions of the quality and reputation of a brand. Consumers who have high brand consciousness tend to associate brands with good quality and a positive reputation. In the context of counterfeits products, consumers who have high brand consciousness may feel compelled to purchase counterfeits products because they believe that the product may have similar quality and brand image to the original product, even though it is at a lower price so that it can have a significant effect on the intention to purchase counterfeits products.

The Influence of Fashion Consciousness on Purchase Intention of Counterfeits Products

Multiple linear regression analysis has been conducted, and the t-value for the fashion consciousness variable (X_2) is 2.096, which is higher than the t-table value of 1.656, with a significance level of 0.038, which is smaller than 0.05. This shows that fashion consciousness has a positive and significant effect on the purchase intention of counterfeits products. This finding is in line with previous research by Scotto et al. (2021), which stated that fashion consciousness has a positive and significant impact on the purchase intention of luxury counterfeits products on consumers in Turkey. Consumers who have high fashion consciousness will be very involved in everything related to fashion. Fashion consciousness includes an understanding of how fashion choices can affect social perceptions and relationships between individuals. Fashion choices are often used as a means to convey identity and express themselves, so counterfeits products are an attractive alternative for consumers who have high fashion consciousness but have lower purchasing power.

The Influence of Value Consciousness on Intention to Purchase Counterfeits Products

The results of the multiple linear regression analysis conducted by the researcher show that the t-value for the value consciousness variable (X_3) is 0.347, which is lower than the t-table value of 1.656, with a significance level of 0.729, which exceeds 0.05. Thus, the value consciousness variable has a negative and insignificant effect on the intention to purchase counterfeits products. This finding is consistent with previous research by Scotto et al. (2021) on Turkish consumers showing that the value consciousness factor has a negative and insignificant relationship to consumer behavior towards the intention to purchase luxury goods counterfeits products. Consumers who have high value consciousness usually pay attention to product quality. Counterfeits products often have questionable quality and are not comparable to original products. Consumers who care about the quality of the goods they buy may be reluctant to choose counterfeits products because of the risk of getting products that do not meet standards or do not meet their expectations or are even dangerous for their use.

Social Influence on Purchase Intention of Counterfeits Products

The results of the multiple linear regression analysis show that the t-value for the social influence variable (X_4) is 4.939, exceeding the t-table value of 1.656, with a significance level of <0.001 , which is less than 0.05. This confirms that the social influence variable has a positive and significant influence on the intention to purchase counterfeits products. This finding is in line with

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previous research by Bhatia (2018), which concluded that social influence has a positive and significant impact on the behavior of purchasing counterfeits products. Consumers are often influenced by the views, preferences, and behaviors of friends and family or people around them. If they see that people around them are using products from a well-known brand, they may feel more encouraged to follow the trend, but due to financial constraints, this can increase their intention to buy counterfeits products as a way to fit in with their social group.

CONCLUSION

Based on the analysis results, it can be concluded that brand consciousness and fashion consciousness have a positive and significant influence on the purchase intention of counterfeit products. Consumers with high awareness of brands and fashion, but limited purchasing power, tend to choose counterfeit products as an alternative. Conversely, value consciousness has a negative and insignificant influence, indicating that consumers who value value tend to avoid counterfeit products due to concerns about their quality and legality. Social influence also has a positive influence, indicating that the social environment encourages interest in counterfeit products to meet social standards. Furthermore, most respondents are consumers aged 18–23 years with low incomes, who are interested in the latest fashion products despite their limited financial capabilities.

The limitation of this study is the absence of mediating variables such as income, which were previously used in previous studies such as Bhatia in 2018. Therefore, it is recommended that further research include mediating variables such as income or other variables that can mediate the purchase intention variable of counterfeits products. This study only focuses on fashion products, but for further research, it is recommended to investigate other product categories such as Information Technology (IT), considering that software is the second largest imported counterfeits product category circulating in the Indonesian market.

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THE EFFECT OF BRAND CONSCIOUSNESS, FASHION CONSCIOUSNESS, VALUE CONSCIOUSNESS AND SOCIAL INFLUENCE ON THE INTENTION TO BUY COUNTERFEITS PRODUCTS

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