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Customer Purchase Intention on Counterfeit Fashion Products: Application of Theory of Reasoned Action

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Abstrak
Fashion is a popular aesthetic expression at a particular time and place and in a specific context, especially in clothing, footwear, lifestyle, accessories, makeup, hairstyle, and body proportions. In Indonesia, counterfeit fashion products is a phenomenon that is currently happening. To find out the reasons why people intend to buy counterfeit fashion products, this study adopts the Theory of Reasoned Action (TRA) by taking social factors, which consist of information susceptibility and normative susceptibility, as well as personal factors, which consist of value consciousness, perceived risks, integrity, consumption status, and materialism as variables in this study.

This study examines whether attitudes mediate social factors and personal factors on consumer purchase intentions in buying counterfeit fashion products. The data used are primary. The data collection technique was used through a questionnaire. This study's population knew about counterfeit fashion products, while the sampling technique used purposive sampling of 200 respondents.

The results showed that attitudes mediate normative susceptibility, value consciousness, integrity, consumption status, and materialism to purchase intention. And it does not mediate normative susceptibility and perceived risk to purchase intentions.

Keywords*: theory of reasoned action, attitudes, purchase intention, counterfeit*

INTRODUCTION

Counterfeit fashion products have occurred in Indonesia, which have been occurring for a long time and are still prevalent today. One of the products affected by the phenomenon of fake or counterfeit products is fashion products. This also affects the Indonesian economy. In a survey released by the Indonesian Anti-Counterfeiting Society (MIAP) regarding counterfeit products to the national economy, the loss due to counterfeit goods reached Rp.65.1 trillion due to direct and indirect impacts.

Table 1.1 Disadvantages of GDP Direct For Each Sector

Sector	Impact Total (Million Rupiah)
Food and Beverages	13,389,058
Apparel and Leather Goods	41,582,670
Drugs and Cosmetics	6,498,300
Software	3,623,951
Total	65,093,981

Source: Indonesian Society Anti-Counterfeiting (2020)

The table above shows that the sectors that were most affected by the losses were the clothing and leather goods sector. This is because clothing and leather goods are among the most frequent and easiest to counterfeit products. In addition, clothing and leather goods are products of fashion. The high public interest in products fashion at lower prices has made this sector the sector that has the biggest loss impact.

Consumers' desire to acquire luxury branded products is the main reason the market for branded knockoffs is so developed. People buy luxury branded products can be a significant indicator of understanding the reasons why they are buying counterfeit products. To determine why people buy imitation fashion products, this study will adopt the Theory of Reasoned Action by taking social and personal factors as variables in this study.

This study replications and develops previous research conducted by Ting, et.al (2016), which also uses social and personal factors as independent variables with attitude as a mediating variable, and purchase intention as the dependent variable. The difference between this study and previous research is selecting samples that will take samples from the people of Lampung Province who know fashion products and are considered to have the potential to make purchase intentions of a counterfeit fashion product.

LITERATURE REVIEW AND HYPOTHESES

Martin Fishbein and Ajzen first introduced the theory of Reasoned Action (TRA) in 1975. This theory connects between faith (belief), attitude(attitude), Will (intention), and behavior. Will is the best predictor of behavior, meaning that if you want to know what someone will do, the best way is to know that person's Will.

However, a person can make judgments based on entirely different reasons (not always voluntary). An important concept in this theory is the focus of attention (salience), which considers something that is considered important. The Will(intention)is determined by attitude and subjective norm (Jogiyanto, 2007).

In short, practice or behavior according to the Theory of Reasoned Action (TRA) is influenced by intention, while subjective attitudes and norms influence intention. The belief influences their attitude in the results of past actions. Beliefs influence subjective norms in other people's opinions and motivation to comply with these opinions. In simpler terms, this theory says that a person will do an action if he views the action positively and believes that other people want them to do it.

Social factors are a group of people who both closely consider equality in the community's status or respect who continuously socialize among themselves both formally and informally, Lamb (2011). Social factors are a group of people who can influence individual behavior in taking action based on habit.

Personal factors are the characteristics of consumers that arise from within the consumer (Sumarwan, 2011). Meanwhile, according to Lamb (2011), personal factors are a way of collecting and classifying the consistency of an individual's reaction to a situation that is happening because many of these characteristics directly impact consumer behavior.

Some expert opinions in social psychology put forward several definitions. Attitude is an evaluation of belief or positive or negative feelings from someone if they have to do the behavior that will be determined. Fishbein and Ajzen (1998) define attitude as the number of feelings a person feels to accept or reject an object or behavior and is measured by a procedure that places the individual on a two-pole evaluative scale good or bad; agree or reject, and others.

Purchase intention can be defined as a person's intention to buy a certain brand they have chosen after evaluating. We can measure the purchase intention variable, for example, considering the brand for purchase and expecting to buy the product in the future (Khan et al., 2012)

Research Hypothesis:

H_{1a}: Information susceptibility has a positive effect on attitudes towards counterfeit fashion products.
H_{1b}: Normative susceptibility has a positive effect on attitudes towards counterfeit fashion products.
H_{2a}: Value consciousness has a positive effect on attitudes towards counterfeit fashion products.
H_{2b}: Perceived risk has a positive effect on attitudes towards counterfeit fashion products.
H_{2c}: Integrity has a positive effect on attitudes towards counterfeit fashion products.
H_{2d}: Consumption status has a positive effect on attitudes towards counterfeit fashion products.
H_{2e}: Materialism has a positive effect on attitudes towards counterfeit fashion products.
H_3: Attitudes positively related to purchase intentions against counterfeit fashion products.

Based on these explanations, the framework used is as follows:

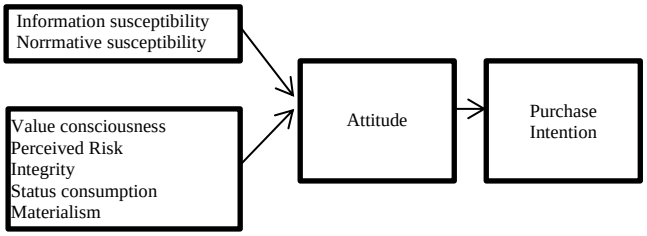

Fig. 1 Research Framework

RESEARCH METHOD

This study used a quantitative approach with 200 respondents, which is collected by an online questionnaire. This study used a data analysis method using (PLS) Partial Least Square, a variant-based structural equation analysis (SEM) that can simultaneously test the measurement model and test the structural model.

The measurement model is used to test the validity and reliability, while the structural model is used to test the causality (hypothesis testing with predictive models). Furthermore, (Ghozali 2011: 18) explained that PLS is a soft modeling method of analysis because it does not assume that the data must be measured at a certain scale, which means that the number of samples can be small (under 100 samples).

There are several reasons why PLS is used in a study. In this study, the reasons are: first, PLS (Partial Least Square) is a data analysis method based on the assumption that the sample does not have to be large, analyzed, and residual distribution. Second, PLS (Partial Least Square) can be used to analyze a theory that is still considered weak because PLS (Partial Least Square) can be used for prediction. Third, PLS (Partial Least Square) allows the algorithm to use series ordinary least square (OLS) analysis to obtain the efficiency of calculating logarithms (Ghozali, 2006: 19). Fourth, in the PLS approach, it is assumed that all variance measures can be used to explain.

The following are the variable indicators used as questions on the questionnaire:

Table 1 Operational Variables

Variable	Indicator
Information susceptibility (Phau, 2009)	• *I observe what others are buying and using before buying counterfeit luxury goods.* • *If I have little experience with counterfeit luxury goods, I ask around.* • *I consult other people to help choose the best alternative product class.* • *I gather information from friends or family before I buy counterfeit luxury goods.*
Normative susceptibility (Phau, 2009)	• *It is important that others like the luxury goods and brands that I buy.* • *If other people see me using luxury goods, I often purchase the brand they expect me to buy.* • *I like to know what brands and luxury goods make good impressions on others.* • *If I want to be like someone, I often try to buy the same brands.*
Value consciousness (Phau, 2009)	• *Counterfeit luxury goods are more affordable.* • *Counterfeit luxury goods are of inferior quality.* • *I like to be sure that I get my money worth.*
Perceived risk (De Matos, 2007)	• *The risk that I take when I buy counterfeit luxury goods is high.* • *There is a high probability that the counterfeit luxury goods I buy doesn't work* • *There is a high probability that others would think less highly of me when I buy counterfeit luxury goods.* • *It is illegal to buy counterfeit luxury goods*
Integrity (De Matos, 2007)	• *I consider honesty an important quality of one's character.* • *I consider it very important that people are polite.* • *I like people that have self-control.*
Status Consumption (Phau, 2009)	• *I would buy luxury goods just because it has a status.* • *I would pay more for luxury goods if it had status.* • *A luxury good is more valuable to me if it has a 'high status' appeal.*
Materialism (Phau, 2009)	• *I want to be rich enough to buy anything I want.* • *It sometimes bothers me quite a bit that I cannot afford to buy everything I would like.* • *People place too much emphasis on material things.* • *Money can, indeed, buy happiness.*
Purchase intention (Phau, 2009)	• *You think about counterfeit luxury goods as a choice when buying something.* • *You buy counterfeit luxury goods.* • *You recommend to friends and relatives that they buy counterfeit luxury goods.* • *You say good things about counterfeit luxury goods.* • *You buy counterfeit luxury goods from the night market, shopping mall, or supermarket.*

RESULTS AND DISCUSSIONS

The majority of respondents are female, with 68% percent, while 32% are male. Respondent aged 17-25 years old (23.5%), 26-35 years old (53%), 36-45 years old (15.5%), and >45 years old (8%).

Convergent Validity Test

It can be seen based on the composite reliability (CR) and can also be seen from the Average Variance Extracted (AVE) value. CR values have to be more than 0.7, and AVE values have to be more than 0.5.

Table 2 Convergent Validity

Construct	CR	AVE
X1	0.741	0.512
X2	0.921	0.747
X3	0.854	0.747
X4	0.817	0.608
X5	0.824	0.701
X6	0.825	0.615
X7	0.830	0.623
Z	0.930	0.730
Y	0.968	0.857

Therefore, based on Table 2, the overall measurement model of this study demonstrated adequate convergent validity.

Testing the Model Structural, Inner Model

The inner model describes a structural model of the relationship between latent variables. The structural model can be measured using the R square model of the latent dependent variable. The results of the R square explain that the dependent value should be above 0.00 so that it can be stated that the dependent variable is good.

Table 3 R square

Variable	R^2
Purchase Intentions	0,675
Attitudes	0,796

Table 3 shows that the value of R2 for the attitude variable is 0.796, which means that social factors and personal factors can explain the magnitude of the attitude of 79.6 % while other variables explain the rest. As for the Purchase Intention Variable, it was explained through an attitude of 67.5%.

Hypothesis Testing

The t-statistical value generated from the PLS output is compared with the t table value to test the hypothesis. The PLS output is an estimate of the aggregate latent linear variable of the indicator.

The testing criteria with a significance level of 5% are determined as follows:
If T statistic > 1.65, then the hypothesis is supported.
If T statistic < 1.65, then the hypothesis is not supported.

Table 4 Mean, STDEV, T statistics, P Values

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
X1 -> Z (H_{1a})	-0,012	-0,004	0,077	0,152	**0,879**
X2 -> Z (H_{1b})	0,168	0,167	0,080	2,098	**0,036**
X3 -> Z (H_{2a})	-0,614	-0,614	0,076	8,120	**0,000**
X4 -> Z (H_{2b})	0,004	0,030	0,085	0,513	**0,608**
X5 -> Z (H_{2c})	0,494	0,485	0,075	6,560	**0,000**
X6 -> Z (H_{2d})	0,367	0,361	0,093	3,940	**0,000**
X7 -> Z (H_{2e})	0,226	0,217	0,063	3,570	**0,000**
Z -> Y (H_3)	0,824	0,827	0,045	18,243	**0,000**

Based on the table above, there all hypotheses are supported except H_{1a} and H_{2b}. This means, in this study, information susceptibility and perceived risk do not significantly impact attitude towards counterfeit fashion products. People tend to not look for counterfeit fashion

products, and they think that buying counterfeit fashion products is not risky.

There is a possibility that customers dare to accept the risk that counterfeit fashion products do not have the same warranty as to the original product and are not worried that people will talk about them if they are known to have counterfeit fashion products, even the risk of being prosecuted even though they know that counterfeit fashion products are illegal products.

CONCLUSION

Based on the results of the analysis and discussion and hypothesis testing that has been carried out, the following conclusions can be drawn:

1. Based on the results of hypothesis testing, it is found that information vulnerability has no significant effect on customer attitudes. Meanwhile, the normative vulnerability affects customer attitudes. People tend to not looking for information about counterfeit fashion products from their social environment. But normative susceptibility has a significant impact on their attitudes toward counterfeit fashion products.
2. Based on the results of hypothesis testing, it was found that the perceived risk did not significantly influence attitudes. Meanwhile, awareness of values, integrity, consumption status, and materialism significantly affects attitudes.
3. Based on the results of hypothesis testing, attitudes influence consumer purchase intentions in buying counterfeit fashion products.
4. Based on the results of hypothesis testing, attitudes mediate normative vulnerability variables, value awareness, integrity, consumption status, and materialism on customer purchase intentions on counterfeit fashion products. However, attitudes do not mediate the variable information vulnerability and perceived risk to customer purchase intentions in buying imitation fashion products because these two variables do not significantly affect attitudes.

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