

CONSUMER INTENTION OF PURCHASING ORIGINAL AND COUNTERFEIT PRODUCTS; A CASE STUDY OF LOUIS VUITTON WALLET

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ABSTRACT

Counterfeit products have spreads worldwide, and Indonesia is no exception. Losses due to rampant counterfeiting accounted to 34.2 trillion rupiah in GDP. This research is conducted with the aim to find out the most influencing factor in improving customer intention to buy original product and at the same time decreasing the number of counterfeit product on the market, especially in Surabaya. The data was gathered using simple random sampling by distributing questionnaires to 130 respondents in Surabaya. The data was analyzed by using Multiple Linear Regression Analysis. The result shows that attitude, price quality inference, past purchase, personal appearance, and social influence has significant impact on consumer intention to purchase original and counterfeit product. Meanwhile, price quality inference is the most influencing factor affecting consumer's intention to purchase both original and counterfeit Louis Vuitton wallet

Keywords: Counterfeit products, Intention to purchase, Price quality inference

ABSTRAK

Produk palsu telah beredar di seluruh dunia, dan Indonesia tidak terkecuali. Kerugian akibat pemalsuan merajalela menyumbang 43,2 triliun rupiah dari PDB. Penelitian ini dilakukan dengan tujuan untuk mengetahui faktor yang paling mempengaruhi dalam meningkatkan niat pelanggan untuk membeli produk asli dan pada saat yang sama mengurangi jumlah produk palsu di pasar, terutama di Surabaya. Data dikumpulkan dengan menggunakan simple random sampling dengan menyebarkan kuesioner kepada 130 responden di Surabaya. Data dianalisis dengan menggunakan Analisis Regresi Linear Berganda. Hasil penelitian menunjukkan bahwa sikap, kesimpulan kualitas berdasarkan harga, pembelian sebelumnya, penampilan pribadi, dan pengaruh sosial memiliki dampak yang signifikan terhadap niat konsumen untuk membeli produk asli dan palsu. Sementara itu, kesimpulan kualitas berdasarkan harga adalah faktor yang paling mempengaruhi Intensi konsumen membeli untuk membeli barang asli dan palsu dompet Louis Vuitton.

Kata Kunci: Produk palsu, Intensi Konsumen membeli, kesimpulan kualitas berdasarkan harga

INTRODUCTION

In this globalization era, creativity and uniqueness become one of the most important factors that every business need. Many businesses try to deliver their creativity and uniqueness to create something new called innovation. However, innovation alone would not be sufficient, since most of the time, innovation might be easily imitated by not only competitors, but also counterfeiters. Counterfeit product is a fake replica of the original product. Those counterfeit products, usually sold at

much cheaper price due to the low quality compared to the original.

Counterfeit products have grown globally; it takes account for about 5-7 percent of world trade with value around US\$600 billion in 2008 (CNN Money, 2012). In 2015, The International Chamber of Commerce (ICC) expects that the value of counterfeit products globally to exceed US\$1.7 trillion, accounted over 2% of total global economic output (CNN Money, 2012). Fashion Industry makes the largest share of counterfeit goods worldwide, but the numbers of counterfeit goods in electronics, chemicals, and pharmaceuticals are also increasing. (CNN Money, 2012). In Fashion Industry, counterfeit goods can be found

in a number of products, such as clothing, shoes, watches, leather goods, and jewelry products (Yoo & Lee, 2009). European Commission found out that the counterfeit seizures made at the European border in 2010 are led by Clothing, accessories, and shoes 57%, followed by jewelry and watches 10%, and electrical equipment 7% (UNODC).

Several goods with famous brands are being imitated precisely and offered to the market with lower price. Imitated products are being made with cheaper materials, workforce, and machines but they are specially made as similar as the original (Nia & Zaichkowsky, 2000). The cost of counterfeiting practices is not only affecting the manufacturers of products, brands and goods, but it also affects the other parties. Governments, business and society are being robbed of tax revenue, business income and jobs. The high amount of counterfeit or pirated products drains the global economy through government's revenue and imposes great burden on taxpayers. It also leads to more resources to be spent on fraud-detection methods, larger intelligence, and policing budgets being needed to counter sophisticated schemes and networks (UNODC).

Counterfeit goods also have an impact on employment. When products were being imitated and produced illegally, it displaces the sales of the original products. The prices of those original products also rise up because companies increase security systems to counter the counterfeiting activities and invest more on research and development, leading to an increase in expenses. That phenomenon can trigger the job cuttings (UNODC). A study in Indonesia estimated that in the last eight years, 174,000 workers had lost their jobs due to counterfeiting because companies could not compete with those knockoff counterfeit goods (Ekawati, 2010).

Counterfeit products have spread worldwide, and Indonesia is no exception. Losses due to rampant counterfeiting accounted to 43.2 trillion rupiah in Gross Output and 34.2 trillion rupiah in GDP (GBG Indonesia, 2013). Counterfeit products will not only harm the Original Brand, but also to Indonesia. According to Ekawati (2010) investors were hesitant to invest in Indonesian clothing industry because of the high level of piracy. So we could say that counterfeiting activities may reduce the amount of future investment in textile and clothing industry. Not only that, the increase in demand of counterfeit products will bring negative impact to Indonesian economics, looking at the potential loss of state tax revenue due to the circulation of counterfeit products would reach 43.2 Trillion rupiah (GBG Indonesia, 2013).

This research will examine the factors causing consumers to buy original and counterfeit products. Indonesia is the right place to examine original and counterfeit brand purchase, since Indonesia is the fourth most populated country with 252,812,245 people and accounted to 3.49% of total world population in July 2014 (Worldometers, 2015) and fast growing economies with 5.8% economic growth rate in 2013 (World Bank, 2013). These facts attracted both producers of genuine and counterfeit products from all among the world to enter

Indonesia. From 2000 to now, Indonesia has entered the list of the most watched countries for copyright violation according to Mr. Sofjan Wanandi (GBG Indonesia, 2013).

Among those Luxurious Fashion Brands on Leather & Footwear sectors, Louis Vuitton is one of the well-known brands to be counterfeited. In 2004, Louis Vuitton counterfeit accounted to 18% of total counterfeit goods in Europe (Makenotfake, 2012). In Indonesia, the number of counterfeited Louis Vuitton can't be found, however according to Annisa (2009), Louis Vuitton is one of the most counterfeited goods in Indonesia. This phenomenon takes place because Louis Vuitton uses their monogram pattern to most of their products, ranging from luxury trunks, leather goods, accessories, sunglasses, jewelry, and books since monogram pattern patent was made in 1896. Due to that, Louis Vuitton products can be imitated easily by the counterfeiters, resulting in high amount of pirated product. In addition to that, Louis Vuitton has introduced some restrictions on their distribution of products. Since the 1980s products with monogram only available at the authentic Louis Vuitton boutiques or stores (Makenotfake, 2012). Relatively, a counterfeit Louis Vuitton product cost between Rp 200,000 to Rp 3 million, depending on the quality (Annisa, 2009) and can easily be bought from online shop to shopping mall with various different quality and price.

Having observed the current condition, researcher wants to know deeper whether the people of Indonesia choose the original Louis Vuitton wallet over the counterfeit one, and what factors do influence the purchase intention to shift. The reasons why wallet is chosen because wallet can be used by all people regardless the gender. Previous studies (Yoo & Lee, 2009) have indicated that several factors may affect consumer intention to buy original brands and counterfeits. The factors are the attitude toward the original and counterfeit product, price quality interference, past purchase, personal appearance, and social influence. This research will also reveal the most significant factors influencing people's intention to buy original and counterfeit Louis Vuitton wallet.

In this research, researcher will focus on one of the major cities in Indonesia, which is Surabaya. Surabaya is considered as metropolitan cities after Jakarta, with the income level mostly middle-to-high, meanings luxurious fashion brand, is one of their usual consumption. Surabaya has at least 32 shopping mall and expected to have more in the upcoming years. Back then, it was started with only 3 at the beginning, from Tunjungan Plaza, Delta Plaza, and Surabaya Plaza. Shortly after, numbers of shopping center started to follow. With the increasing numbers of Shopping center, it opens up an opportunity to do a business especially in fashion industry (Japarianto & Sugiharto, 2011). In fact, for the past few years, numbers of luxurious fashion brand entered Surabaya Shopping Mall and Hotel; some examples include Cartier, Rolex, Hugo Boss, Versace, and Louis Vuitton. So in short, researcher thinks that Surabaya is the appropriate place to conduct the research.

LITERATURE REVIEW

Before working on the research, researcher has to apprehend the basic theories describing the topic researched. There will be 7 theories used as the basis to identify the factors affecting consumer intention to purchase original and counterfeit Louis Vuitton wallet. The theories will explain original luxury brands and their counterfeits, followed by each of the variables, which are consumer intention to buy original brands and counterfeits, attitudes, price quality inference, past purchase, personal appearance, and social influence. Further explanation for each theory will be shown as following.

Original Luxury Brands and Their Counterfeits

'Luxury' can be defined in many ways. "In social psychology context, luxury is having strong connection to a lifestyle, culture, sub-culture, and state of being. When plug into brands, luxury can be associated with a unique identity, prestige, and high social status" (Chadha & Husband, 2006).

Luxury goods or status goods have been designed as goods which used as display of particular branded product that brings prestige and status to owner, apart from its function (Nia & Zaichkowsky, 2000). Consumers purchase luxury products to differentiate themselves from others and express their own personality (Nia & Zaichkowsky, 2000). Luxury goods are expensive, but they are and admired and adored by others. As a result, many consumers purchase luxury goods mainly for symbolic meanings (Dubois & Duquesne, 1993). These goods are often expensive and exclusive: some examples include Cartier, Rolex, Hermes, Louis Vuitton, Gucci, and Chanel.

According to Webster's New World Dictionary (n.d), counterfeit is something "made in imitation of something else with intent to deceive". Some goods with famous brands, like Louis Vuitton for example, are being imitated precisely with lower quality and offered to the market with lower price. Counterfeit products are being made with cheap materials, workforce, and machines but they are specially made as similar as the original (Nia & Zaichkowsky, 2000).

Consumer Intention to buy Original Brands and Counterfeits

Counterfeits, especially in fashion industry, have attracted many people around the globe. Beside, fashion Industry generates the biggest share of counterfeit goods worldwide (CNN Money, 2012). Counterfeit products are illegal, cheap, and poor quality imitation of prestigious branded products (Lai & Zaichkowsky, 1999). So, it can be said that that original luxury brand product will be legal, expensive, and high quality. Many people, especially in the developing countries, do not mind buying the look alike of a certain luxury brand simply because they cannot afford one (Triandewi & Tjiptono, 2013). A study showed that Indonesian consumers, including the rich and wealth, participate in purchasing of counterfeit and pirated products (Febrina, 2006).

"Purchase intention referred to subjective judgment by consumers that is reflected after the buying a products or services" (Balakrishnan, Dahnil, & Yi, 2012). According to Sproles & Kendall (1986), "Decision making style is a direction characterizing consumer's approach of making choices". Recommending others to buy can also become a measurement of purchase intention (Lourerio, 2014). Based on the above literature, purchase intention covers several essential meanings: (1) consumers' willingness to consider buying; (2) buying intention in the future; (3) decision of repurchase.

According to Hoppe, Vieira, and Barcellos (2013) and the writers above, intention to purchase can be measured through the outcome whether they desire to buy or purchase the particular good instead of the others, purchase intention of the good the future, and intention to recommend others to purchase the good.

Previous studies have indicated that several factors may affect consumer intention to buy original brands and counterfeits. Among the factors are past purchase of counterfeits, the attitude toward the original and counterfeit product, price quality inference, past purchase, personal appearance, and social influence. (Yoo & Lee, 2009; Triandewi & Tjiptono, Consumer Intention to Buy Original Brands versus Counterfeits, 2013; Huang, Lee, & Ho, 2004; Matos, Ituassu, & Rossi, 2007).

Attitudes toward Buying Originals and Counterfeits

An attitude is a tendency to respond positively or negatively to a certain idea, object, person, or situation. According to Business Dictionary (n.d) "attitude is a predisposition or a tendency to respond positively or negatively towards a certain idea, object, person, or situation. Attitude influences an individual's choice of action, and responses to challenges, incentives, and rewards." Attitude is considered to be highly correlated with one's intentions, which attitude one of the predictor of one's behaviors (Ajzen & Fishbein, 1980). Hence "attitude can be used to presume one's intention of doing a certain behavior, including buying a product" (Yoo & Lee, 2009). The aspect to determine attitudes will be feelings, morality, pleasedness, looks, and harmful/beneficial aspect (Hoppe, Vieira, & Barcellos, 2013). In summary, a consumer who has positive attitudes toward counterfeit products will be willing to purchase counterfeit products and vice versa.

Price Quality Inference

There are two main differences consumers perceive between a counterfeit and genuine product, which are the prices and the guaranties or quality. Counterfeits have lower prices and poorer quality when compared to the genuine products, while price is likely to be one of the most important factors related to a change in purchase intention (Huang, Lee, & Ho, 2004). "The price-quality linkage is inferential, there is no logical necessity that higher prices indicate higher quality; nor do lower prices indicate lower quality" (Obermiller, 1988). Inference of quality by the price level is a common among consumers and it is an important factor in consumer behavior (Chapman &

Wahlers, 1999). Hence “consumers’ tendency is to believe that high (low) price means high (low) quality”. It becomes more important when consumers’ lack of information or unable to judge the product quality” (Tellis & Garth, 1990). So, a consumer who strongly believes in price and quality inference has higher intention to purchase genuine product, and less intention to buy the counterfeit product. (Huang, Lee, & Ho, 2004). To measure consumer’s price quality inference, the main indicators are the judgement of quality based on product pricing, price-quality worthiness of the product, and willingness to pay more (less) price for better (lower) quality of product.

Past Purchase

Past behavior significantly affects future behavior (Oullete & Wood, 1998). In other words, future behavior tends to be consistent with the past. Previous experience, followed with satisfaction from a particular product will impacts consumer willingness to purchase the same kinds of products positively (Matos, Ituassu, & Rossi, 2007; Nia & Zaichkowsky, 2000)

“Consumers who have never purchased counterfeit products tend to hold negative values towards counterfeit products but more positive value towards the original products. Some of them believe that people who buy and sell counterfeits are criminals” (Walthers & Buff, 2008). That consumer group tends to feel that genuine products are priced fairly and the quality of the genuine product is way better when compared to the counterfeit products, leading to a lower willingness to consider or even purchase counterfeits (Walthers & Buff, 2008; Nia & Zaichkowsky, 2000).

In contrast, consumers with experience of purchasing counterfeit products believe that there’s nothing wrong with buying counterfeit goods. Those consumer groups think that genuine products way too overpriced and there is nothing wrong with buying counterfeit products, since it have the same quality with the genuine one (Walthers & Buff, 2008; Nia & Zaichkowsky, 2000). Once consumers tried counterfeits, they will show stronger intentions of buying other counterfeit products compare to any other consumers. In the other hand, consumers of genuine products will show stronger intentions of buying original products and tend to have negative values toward counterfeit products. (Yoo & Lee, 2009). In short, past experience of buying counterfeit product, will lead to a repeated act in the future.

Past Purchase will be measured through consumers’ satisfaction toward their previous purchase of the product, their preference and point of view of a product they have bought over the other products.

Personal Appearances

There is a high demand on the current buying behavior of luxury brands. Therefore, consumers have increased their awareness begin to expect more (Kay, 1990). Consumers, who buy luxury brands products, consider the impression they make to others (Penz & Stöttinger, 2005). “Fashion counterfeit products are

believed to carry a high image and the prestige connected to a well-known brand name. Similarities in appearance, quality, and image created by counterfeit product compared to the original product are important in influencing purchase intention” (Wee, et al., 1995).

“Consumers use counterfeits as substitute for desired high value brands that can help them to create identities that are able to impress others but only as long as they can deceive the onlooker” (Hoe, Hogg, & Hart, 2003). Hence, consumers who buy counterfeit products benefit from getting the prestige out of the original branded product by paying less money (Ang, Cheng, Lim, & Tambyah, 2001; Bloch, Bush, & Campbell, 1993). In short, high value designer brand have a positive influence toward user’s personal appearance and identity.

From the theory above, personal appearances can be measured through social status, confidence, and prestige while using the goods/products.

Social Influence

“Social influence can be defined as change in an individual’s thoughts, feelings, attitudes, or behaviors resulted from interaction with other individual or a group. It is the process by which individuals make real changes to their behaviors as a result of interaction with others” (Rashotte, n.d). Nowadays, expenditure has become a representative for consumer’s social class; sometimes it is even more important than income. (Phau, Teah, & Lee, 2009).

According to Bearden, William, Netemeyer, & Teel (1989):

People tend to connect themselves to their social class or higher ones. Accordingly, branded products, which bring brand status of success, prosperity and hierarchy, are more likely to be their selection. In the case that people appreciate the brand status but they are difficult to attain to the luxury originals, they are totally can buy a counterfeit brand instead. Customers’ purchasing original or counterfeits of luxury brands subject to their social group norm.

From the theory above, social Influence can be measured through how people judge others by taking a look at their lifestyle. Since social surrounding can influence can change one’s behavior, social surrounding, support, and acceptance are the main drivers resulting in purchase intention of a particular products.

Relationship between concepts

The researcher uses these theories, which are original luxury brands and their counterfeits, consumer intention to buy original brands and counterfeits, attitude, price quality inference, past purchase, personal appearance, and social influence, as the basis of conducting this research. Attitude, price quality inference, past purchase, personal appearance, and social influence are the factors influencing consumer intention to purchase original and counterfeit Louis Vuitton wallet. Using these variables, researcher will observe the cause and effect relationship between these theories and find the most

significant factors affecting consumer intention to purchase original and counterfeit Louis Vuitton wallet.

Those factors believed to have impact on intention to purchase original and counterfeit products. First of all, attitude can be used to predict an individual's intention. When consumers have positive attitude toward a product, such as positive point of view toward the product, feeling good & comfortable, and feel benefited from the product, there will be higher chance for them to have intention to buy the product. Price quality inferences can triggers individual's intention to purchase. When consumers strongly believe in price-quality inference, they will have higher intention to purchase original product, and lower intention to purchase counterfeit product. Past purchase can affects future behavior, consumer who have bought counterfeit product and feel satisfied with it, expected to have higher intention to repeat purchase in the future and vice versa. While, Personal appearance is one of the reason people use counterfeit. The more they think a product hold prestigious or higher status to the owner, the more attracted they will to purchase the products. Lastly, social influence such as social surroundings, suggestion, recommendation, and acceptance can change one's behavior, including intention to buy a counterfeit or the original product.

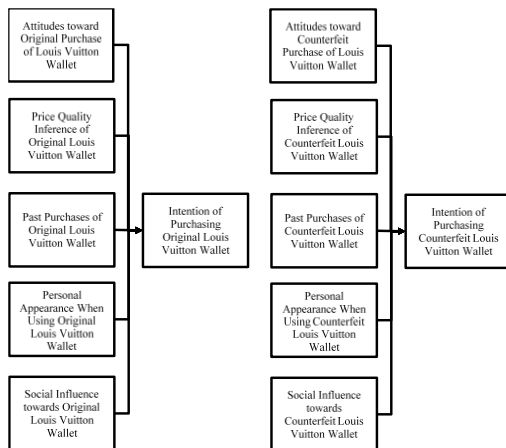


Figure 1. Relationship between Concepts

As the fundamental basis of this research, researcher has developed hypotheses representing the prediction of the outcome, which are:

H1 : Consumer attitudes, price quality inference, past purchase, personal appearance, and social influence simultaneously affect consumer intention to purchase original Louis Vuitton wallet.

H2 : Consumer attitudes, price quality inference, past purchase, personal appearance, and social influence individually affect consumer intention to purchase original Louis Vuitton wallet.

H3 : Consumer attitudes, price quality inference, past purchase, personal appearance, and social influence simultaneously affect consumer intention to purchase counterfeit Louis Vuitton wallet.

H4 : Consumer attitudes, price quality inference, past purchase, personal appearance, and social influence

individually affect consumer intention to purchase counterfeit Louis Vuitton wallet.

RESEARCH METHOD

In conducting this research, researcher will adopts the unrestricted probability sampling, or known as simple random sampling. This sampling design considers that everyone has an equal chance of being selected as the respondents. Therefore, the outcome of the research will be more objective.

The population of this research will be in Surabaya. Surabaya is considered as metropolitan cities after Jakarta, with the income level mostly middle-to-high, meanings luxurious fashion brand, is one of their usual consumption. As explained in the justification of the research, Surabaya has at least 32 shopping mall and expected to have more in the upcoming years. Back then, it was started with only 3 at the beginning, from Tunjungan Plaza, Delta Plaza, and Surabaya Plaza. Shortly after, numbers of shopping center started to follow. With the increasing numbers of Shopping center, it opens up an opportunity to do a business especially in fashion industry (Japariato & Sugiharto, 2011). In fact, for the past few years, numbers of luxurious fashion brand entered Surabaya Shopping Mall and Hotel; some examples include Cartier, Rolex, Hugo Boss, Versace, and Louis Vuitton. So in short, researcher thinks that Surabaya is the appropriate place to conduct the research.

To increase the accuracy of the result, researcher limits the age range of population which is 15 years old to 65 years old, which are the working ages (Kementrian Kesehatan RI, 2013). The minimum age limitation is established because researcher believes that those are the ideal ages for person who ever buy original or counterfeit Louis Vuitton wallet, since 15 is the minimum limit of working age (Kementrian Kesehatan RI, 2013) meaning that they have the ability to decide and purchase products. While for the maximum limit, According to Kementrian Kesehatan RI (2013), people with the age 65+ is considered as seniors and not in the working age. Therefore, they are excluded from this research. The population of this research will be all people with the age 15 to 65, who have ever purchased original or counterfeit Louis Vuitton wallet in Surabaya.

To determine the sample size of this research, author using the equation from Pallant (2013). This formula is used to calculate sample size requirements. Sample size (N) must be bigger than $50 + 8M$, where M is the number of independent variables. As there are 5 independent variables for each dependent variable which are Intention to purchase original Louis Vuitton wallet and Intention to purchase counterfeit Louis Vuitton wallet, a total of independent variables are inputted. The result will help researcher determine the minimum amount of respondent for the research which is $130 (50+8(10))$. 65 surveys for the original Louis Vuitton Wallet and 65 surveys for the counterfeit Louis Vuitton Wallet.

As the researcher wants to know the impact of the independent variables which are attitudes, price quality inferences, past purchases, personal appearances, and social influence toward consumers' purchase intention of original and counterfeit Louis Vuitton wallet, as well as analyzing which among the independent variable that has the most significant influence on consumer's intention to purchase original and counterfeit Louis Vuitton wallet, researcher use multiple linear regression analysis. Since this analytical method is used, researcher also conducts descriptive Test: frequencies, validity and reliability tests, followed by the blue classic assumption test in prior, making sure of the normality, autocorrelation, multicollinearity, and heteroscedasticity in the data.

Researcher conduct reliability and validity tests on all the variables, including each of the indicators, in order to see that the measuring instruments used are reliable and valid. After passing the reliability and validity tests, the data is processed further using the descriptive analysis: frequencies to identify the profile of the respondents and continued with the classic assumption as the initial step before the multiple linear regression analysis. There are four types of test, which are normality test to make sure that the data are normally distributed, autocorrelation to ensure there are no correlation between residuals with different periods of time, multicollinearity test to ensure that the independent variables are not highly correlated one to another, and heteroscedasticity test to ensure that the variance of errors stay constant across different observations. In this test, researcher decided to use both graphical and statistical analysis for normality test and heteroscedasticity, while for multicollinearity and autocorrelation, only statistical analysis were conducted.

Finally after passing the entire test, multiple linear regression tests were developed, followed with F-test and t-test to test the hypotheses. In addition, Coefficient of determination (Adjusted R Square) were also tested, to see how many percentage that the dependent variable can be explained by the independent variables.

RESULTS AND DISCUSSION

After passing the whole test, which are the validity and reliability test, descriptive test for the screening question, and classic assumption test, the data is processed further using the multiple linear regression analysis.

Table 1. ANOVA Table (Original)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	9.472	5	1.894	20.984	.000 ^a
Residual	5.327	59	.090		
Total	14.799	64			

Table 2. ANOVA Table (Counterfeit)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	26.281	5	5.256	105.980	.000 ^a
Residual	2.926	59	.050		
Total	29.207	64			

The significance F is both 0.000, which are far below the significance level (α) of 0.05. Therefore, it can be said that the null hypothesis is rejected, and all the independent variables simultaneously have significant influence on both consumer intention to purchase original and counterfeit Louis Vuitton wallet.

Table 3. t-test Summary (Original)

Independent Variable	Unstandardized Coefficients	P-value
Attitude	0.229	0.000
Price Quality Inference	0.305	0.000
Past Purchase	0.214	0.003
Personal Appearance	0.210	0.000
Social Influence	0.184	0.000

According to the table above, the consumer attitude toward original Louis Vuitton wallet's significance is far smaller than the significance value of 0.05. Therefore, null hypothesis is rejected and alternative hypothesis is accepted, meanings that this variable has significant influence on consumer's intention to buy original Louis Vuitton wallet. In addition, the unstandardized coefficient is 0.229. It shows that an increase in attitudes by 1 unit will increase the intention to buy by 0.229 in total.

The price quality inference of original Louis Vuitton wallet's significance is far smaller than the significance value of 0.05. Therefore, null hypothesis is rejected and alternative hypothesis is accepted, meanings that this variable has significant influence on consumer's intention to buy original Louis Vuitton wallet. In addition, the unstandardized coefficient is 0.305. It shows that an increase in price quality inference by 1 unit will increase the intention to buy by 0.305 in total.

The past purchase of original Louis Vuitton wallet's significance is smaller than the significance value of 0.05. Therefore, null hypothesis is rejected and alternative hypothesis is accepted, meanings that this variable has significant influence on consumer's intention to buy original Louis Vuitton wallet. In addition, the unstandardized coefficient is 0.214. It shows that an increase in past purchase by 1 unit will increase the intention to buy by 0.214 in total.

Personal appearances while using original Louis Vuitton wallet's significance is far smaller than the significance value of 0.05. Therefore, null hypothesis is rejected and alternative hypothesis is accepted, meanings

that this variable has significant influence on consumer's intention to buy original Louis Vuitton wallet. In addition, the unstandardized coefficient is 0.210. It shows that an increase in personal appearance by 1 unit will increase the intention to buy by 0.210 in total.

Social influence of original Louis Vuitton wallet's significance is far smaller than the significance value of 0.05. Therefore, null hypothesis is rejected and alternative hypothesis is accepted, meanings that this variable has significant influence on consumer's intention to buy original Louis Vuitton wallet. In addition, the unstandardized coefficient is 0.184. It shows that an increase in social influence by 1 unit will increase the intention to buy by 0.184 in total.

From the table above, all the independent variable is lower than the significance level of 0.05. Therefore, it can be said that from researcher's hypothesis, all the independent variables are confirmed to have significant influence on customer intention to purchase original Louis Vuitton wallet.

Table 4. t-test Summary (Counterfeit)

Independent Variable	Unstandardized Coefficients	P-value
Attitude	0.259	0.000
Price Quality Inference	0.292	0.000
Past Purchase	0.144	0.002
Personal Appearance	0.202	0.000
Social Influence	0.271	0.000

According to the table above, the consumer attitude toward counterfeit Louis Vuitton wallet's significance is far smaller than the significance value of 0.05. Therefore, null hypothesis is rejected and alternative hypothesis is accepted, meanings that this variable has significant influence on consumer's intention to buy counterfeit Louis Vuitton wallet. In addition, the unstandardized coefficient is 0.259. It shows that an increase in attitudes by 1 unit will increase the intention to buy by 0.259 in total.

The price quality inference of counterfeit Louis Vuitton wallet's significance is far smaller than the significance value of 0.05. Therefore, null hypothesis is rejected and alternative hypothesis is accepted, meanings that this variable has significant influence on consumer's intention to buy counterfeit Louis Vuitton wallet. In addition, the unstandardized coefficient is 0.292. It shows that an increase in price quality inference by 1 unit will increase the intention to buy by 0.292 in total.

The past purchase of counterfeit Louis Vuitton wallet's significance is smaller than the significance value of 0.05. Therefore, null hypothesis is rejected and alternative hypothesis is accepted, meanings that this variable has significant influence on consumer's intention to buy counterfeit Louis Vuitton wallet. In addition, the unstandardized coefficient is 0.144. It shows that an

increase in past purchase by 1 unit will increase the intention to buy by 0.144 in total.

Personal appearances while using counterfeit Louis Vuitton wallet's significance is far smaller than the significance value of 0.05. Therefore, null hypothesis is rejected and alternative hypothesis is accepted, meanings that this variable has significant influence on consumer's intention to buy counterfeit Louis Vuitton wallet. In addition, the unstandardized coefficient is 0.202. It shows that an increase in personal appearance by 1 unit will increase the intention to buy by 0.202 in total.

Social influence of counterfeit Louis Vuitton wallet's significance is far smaller than the significance value of 0.05. Therefore, null hypothesis is rejected and alternative hypothesis is accepted, meanings that this variable has significant influence on consumer's intention to buy counterfeit Louis Vuitton wallet. In addition, the unstandardized coefficient is 0.271. It shows that an increase in social influence by 1 unit will increase the intention to buy by 0.271 in total.

From table above, all the independent variable is also lower than the significance level of 0.05. Therefore, it can also be said that from researcher's hypothesis, all the independent variables are confirmed to have significant influence on customer intention to purchase counterfeit Louis Vuitton wallet as well. The results of the research also have to answer the research problem. To answer the first and third questions, researcher has to conduct the t-test, which has been done before. Looking at the result, it has been proven that all the independent variables has significant influence individually on consumer's intention to purchase both original and counterfeit Louis Vuitton wallet.

To answer the second and the fourth questions, the researcher need to take a look at the t-test results, and examine the unstandardized coefficient of the independent variables. Looking at the result, it is shown that price quality inferences here are the most influencing variable affecting consumer's intention to purchase both original and counterfeit Louis Vuitton wallet, with unstandardized coefficient of 0.305 and 0.292 for original and counterfeit Louis Vuitton wallet respectively. As what already explained by Huang, Lee, & Ho (2004), in which they said that there are two main differences consumers perceive between a counterfeit and genuine product, which are the prices and quality. Counterfeits have lower prices and poorer quality when compared to the genuine products, while price is likely to be one of the most important factors related to intention to purchase. Chapman & Wahlers (1999) also said that Inference of quality by the price level is common among consumers and it is an important factor in consumer behavior.

For the original product, it is proven that the consumers know that the quality of original Louis Vuitton wallet is good based on the pricing, the quality of the product is the same with the amount need to be paid, and they are willing to pay more for higher quality of product. So, it can be concluded that most people perceive have a strong believes in high price quality inference. So, if the price of the original product is more expensive, the more

they perceive that the quality of the product is high, people intention to buy original product will get higher. The result is supported with Huang, Lee, & Ho's theory (2004), who said that consumers who strongly believe in price and quality inference will have higher intention to purchase original product.

On the other hand, for the counterfeit product, the consumer know that the quality of counterfeit Louis Vuitton wallet is not as good as the original based on the pricing, they believed quality of the product is the same with the amount need to be paid, and they are willing to pay less for lower quality of counterfeit goods. From the result, most people willing to pay less for lower quality even though Surabaya people hold strong high value of price quality inference. If the price of the counterfeited product is cheap, they will perceive that the quality of the product is bad, but resulting in higher intention to buy counterfeit. The result shown from here is contradicting with the theories of Huang, Lee, & Ho's theory (2004), who said that consumers who strongly believe in price and quality inference will have lower intention to purchase counterfeit product. Hence, when taking a look at their income of the respondent, refer to Table 4.54., we can see that affordability is the main issue why people choose to buy counterfeit products, since genuine product cost a lot more expensive when compared to the counterfeit product.

Table 5. Summarized Income of the Respondents

Income per Month	Original Respondent	Counterfeit Respondent
< Rp. 2.500.000	15.4 %	18.5%
Rp 2.500.001 – Rp. 5.000.000	30.8%	49.2%
Rp 5.000.001 – Rp 25.000.000	32.3%	27.7%
Rp. 25.000.001 – Rp. 50.000.000	12.3%	4.6%
> Rp. 50.000.000	9.2%	0%

Attitude also has an effect on consumer's intention to purchase both original and counterfeit Louis Vuitton wallet, with unstandardized coefficient of 0.229 and 0.259 for original and counterfeit Louis Vuitton wallet respectively. It means that, feelings, morality, pleasedness, looks (For original product only), and beneficial aspect do influence consumer's intention to buy original and counterfeit Louis Vuitton wallet. Attitude can be used to presume one's intention of doing a certain behavior, including buying a product (Yoo & Lee, 2009).

Personal Appearance also has an effect on consumer's intention to purchase both original and counterfeit Louis Vuitton wallet, with unstandardized coefficient of 0.210 and 0.202 for original and counterfeit Louis Vuitton wallet respectively. It means that, social status, confidence, and prestige while using the goods/products do influence consumer's intention to buy original and counterfeit Louis Vuitton wallet. It is supported by the theories from Penz & Stöttinger (2005) who stated that consumers, who buy luxury brands products, were

deeply concerned about the impression they make to others. Meanwhile, fashion counterfeit products are also believed to carry a high image and the prestige connected to a well-known brand name. "Similarities in appearance, quality, and image created by counterfeit product compared to the original product are important in influencing purchase intention" (Wee, et al., 1995)

Social influence also has an effect on consumer's intention to purchase both original and counterfeit Louis Vuitton wallet, with unstandardized coefficient of 0.184 and 0.271 for original and counterfeit Louis Vuitton wallet respectively. It means that, social surrounding, social support, and social acceptance do influence consumer's intention to buy original and counterfeit Louis Vuitton wallet. The result is supported by Bearden, William, Netemeyer, & Teel (1989):

People tend to connect themselves to their social class or higher ones. Accordingly, branded products, which bring brand status of success, prosperity and hierarchy, are more likely to be their selection. In the case that people appreciate the brand status but they are difficult to attain to the luxury originals, they are totally can buy a counterfeit brand instead. Customers' purchasing original or counterfeits of luxury brands subject to their social group norm.

Past Purchase also have an effect on consumer's intention to purchase both original and counterfeit Louis Vuitton wallet. For the original Louis Vuitton wallet, with unstandardized coefficient of 0.214, it means that satisfaction of previous purchase of original Louis Vuitton wallet, decreasing preference of counterfeit Louis Vuitton wallet after purchasing original Louis Vuitton wallet, and worsen point of view of counterfeit Louis Vuitton wallet after purchasing original Louis Vuitton do influence consumer's intention to buy original Louis Vuitton wallet. While for the counterfeit Louis Vuitton wallet, with unstandardized coefficient of 0.144, it means that satisfaction of previous purchase of counterfeit Louis Vuitton wallet, decreasing preference of original Louis Vuitton wallet after purchasing counterfeit Louis Vuitton wallet, and worsen point of view of original Louis Vuitton wallet after purchasing counterfeit Louis Vuitton do influence consumer's intention to buy counterfeit Louis Vuitton wallet.

The result of this research will be compared with the previous results of the other three referencing research explained above. First is Consumer Intention to Buy Original Brands versus Counterfeits, researcher tooks past purchase and attitudes as the first and third independent variables both for original and counterfeit products. According to Triandewi & Tjiptono's research (2013), both attitudes and past purchase variables are proven to have positive and significant influence on consumer's intention to purchase both original and counterfeit goods. In this research, those variables also have positive and significant influence on consumer's intention to purchase both original and counterfeit Louis Vuitton wallet. Not only taking the some of the independent variables, researcher also use the research framework as the main guideline of the research.

Next, for the second research, *Consumer Attitudes Toward Counterfeits: A Review and Extension*, price quality inference, personal gratification/personal appearance, subjective norm/social influence, and previous experiences /past purchase were taken as the independent variables. According to Matos, D., Ituassu, C. T., & Rossi's research (2007), all the elements of the factors except risk averseness have significant influence on attitudes towards counterfeits which believed to be positively related with purchase intention. In this research, price quality inference, past purchase, personal appearances, and social influence have positive and significant influence on consumer's intention to purchase both original and counterfeit Louis Vuitton wallet.

For the third research, *Modeling of Determinants Influence in Consumer Behavior towards Counterfeit Fashion Products*, attitudes are used as the independent variables. According to Nguyen, P. V., & Tran, T. T's research (2013), attitudes has been proven to have positive and significant and positive influence toward behavioral intention to purchase counterfeit products. In this research attitudes have a positive significant influence toward intention to purchase original and counterfeit Louis Vuitton wallet.

Last but not least, after proving that all the independent variables has significant influence on consumer's intention to purchase both original and counterfeit Louis Vuitton wallet, researcher use adjusted R square, to identify how much the dependent variables can be explained by the independent variables. As shown through section 4.1.5., for original Louis Vuitton wallet, the independent variables can only explains 61.0% of consumer's intention to purchase, while the remaining 39.0% can be explained by other variables outside the regression model. For counterfeit Louis Vuitton wallet, the independent variables can explains 89.1% of consumer's intention to purchase, while the remaining 10.9% can be explained by other variables outside the regression model. The reason why the adjusted R square of the original product is lower than the counterfeit product, is because of the variables taken from the reference, are mainly focuses more on the counterfeit product instead of the original or genuine product. Researcher believes that there might be other factors that can be included as variables that can explain consumer's intention to purchase both original and counterfeit Louis Vuitton wallet.

To conclude the research result, it seems that Surabaya people intent to buy both original and counterfeit Louis Vuitton wallet. For the original product, Louis Vuitton needs to focus more on maintaining its brand value, while increasing their product pricing. Since most of its consumers in Surabaya hold strong value of high price-quality inference and it's the most significance variable affecting intention to purchase original product. Beside the price quality inference, the next most influencing variables is the attitude and past purchase. So, Louis Vuitton need to follow and update to the global fashion trend, doing continuous innovation on new products and designs, and doing some social campaign to increase both personal

appearance and consumer attitudes toward the original Louis Vuitton products. By doing so, people will take a look at the original products more, and they might be have lesser attitudes toward the counterfeit products. For the counterfeit product, Surabaya people also hold strong value of high price-quality inference, therefore consumers' tendency is to believe that low price means low quality, but their intention to buy is higher. Beside the price quality inference, the next most influencing variables is the attitude and social influence. Since affordability is the main issue, it means that some of the Surabaya people are not that rich enough to be able to buy the original or genuine Louis Vuitton wallet, since Louis Vuitton market is the rich people, since it's a luxury brand.

SUMMARY & RECOMMENDATIONS

After presented the results of the research, researcher will summarize all the discussion made from the beginning till the end of the research. These become the main questions to be answered throughout the whole research. To answer the questions, researcher also developed hypotheses as the fundamental basis of this research, to represent the prediction of the outcome. As result, all the hypotheses are fulfilled, showing that attitudes, price quality inference, past purchase, personal appearance, and social influence do have significance influence on intention to purchase original and counterfeit Louis Vuitton wallet. The researcher also needs to take a look at the t-test results, and examine the unstandardized coefficient of the independent variables. Looking at the result, it is shown that price quality inferences here are the most influencing variable affecting consumer's intention to purchase both original and counterfeit Louis Vuitton wallet, with unstandardized coefficient of 0.305 and 0.292 for original and counterfeit Louis Vuitton wallet respectively.

Since researcher has answered the statement of research problem, it means that the research objectives developed in the beginning as well as been achieved. Therefore, the research benefit is able to be provided as the researcher able to give recommendation for Louis Vuitton and other producer of luxurious fashion brand. As explained on the discussion of results, they need to focus on maintaining its brand value, while increasing their product pricing. Since most of its consumers in Surabaya hold strong value of high price-quality inference. So, if the price of the original product is more expensive, the more they perceive that the quality of the product is high, people intention to buy original product will get higher. Louis Vuitton need to focus on their product on the pricing, as the people in Surabaya strongly believed in price quality inference, but as well as improving the other variables, so that the improvement in intention to purchase can be attained. So it doesn't mean that Louis Vuitton can increase their pricing as much as they like. Surabaya people may perceive the quality of the goods is better when the price is high. However, Louis Vuitton needs to also take a look at their competitors and they have to make sure that their consumer doesn't choose the substitute product because of

the high pricing. Not only that, if the consumer doesn't feel satisfied with their purchase of overpriced product, they will easily shift to other brands. There are a lot of things to be considered when increasing the price of the product. Such as substitute products, affordability of the consumers, consumer's loyalty, etc. However, other variables such as attitudes, past purchase, personal appearance, and social influence must not be abandoned at the same time, as they hold positive influence in increasing intention to purchase as well. In the other hand, for counterfeit product, most people willing to pay less for lower quality. From here we could say that counterfeit products are deeply attached on their cheap pricing. If the price of the counterfeited product is cheap, they will perceive that the quality of the product is bad, resulting in higher intention to buy counterfeit. The results found differ compared to the previous researches. Here we could say that affordability of the people is the main issue, since genuine product cost a lot more expensive when compared to the counterfeit product, meaning that Louis Vuitton and the other producer of luxury brand can't do anything, since their target market are the rich people. So as conclusion, Louis Vuitton and other producer of luxurious brand need to focus on their product on the pricing, as the people in Surabaya strongly believed in price quality inference, but as well as improving the other variables, so that the improvement in intention to purchase can be attained.

Another benefited party, is the academicians, as they get the information of how each of the independent variables such as attitude, price quality inference, past purchase, personal appearance, and social influence have a positive significant influence on intention to purchase, especially for Louis Vuitton wallet. From the information, academicians who will conduct a similar research can use this research as a guideline or reference for their future research. For those who conduct similar research with different brands, they can spot and compare the results of the research, and identify what factor does trigger the difference between one result and the other.

Lastly, researcher also benefited from the research. Throughout the whole research, researcher has applied all the marketing-related knowledge into a real market research.

From the conclusion, price quality inference is the most significant variable influencing intention to buy both original and counterfeit Louis Vuitton wallet. Therefore the recommendations proposed to Louis Vuitton and other producers of luxurious fashion brands, is to emphasize and focus on the pricing strategy for the original and genuine product. Other factors such as attitude, past purchase, personal appearance, and social influence also plays major role in intention to purchase.

Since most Surabaya people hold high value of price-quality inference, It means that when the pricing of the product is high (low), they will perceive that the product quality is high (low), and the customer intention to purchase will increase. For the counterfeit product, affordability of the people is the main issue, since genuine product cost a lot more expensive when compared to the counterfeit product,

meaning that Louis Vuitton and the other producer of luxury brand can't do anything, since luxurious fashion product target is exclusively for the rich people.

For the Original product, Louis Vuitton can increase their product pricing, but at the same time build their brand image and exclusivity. An increase in product pricing maybe good both for the producer and consumer, since Surabaya people feels okay to pay more for better perceived quality of product. But this strategy has its own weakness, since Louis Vuitton product is getting more expensive, there's a probability for the people to choose other luxurious fashion brand. Therefore what Louis Vuitton need to do is to increase their brand image by educate the market why they are different compared to any other fashion brand and do social campaign to increase awareness. By doing so, not only the pricing strategy, but also the consumer's attitudes, personal appearance, and social influence of Louis Vuitton will increase at the same time, since Louis Vuitton product is highly associated with exclusivity, quality, and socially recognized.

Louis Vuitton is donating a percentage of sales of their bags to the American Red Cross during 2009, the global economic crisis. Researcher proposes the campaign to be socially attached with the current condition of the representing areas. For instance, for Surabaya people it will be good if Louis Vuitton having this kind of campaign during the Airasia tragedy back in December 2014. This kind of campaign may not always directly related to the increasing product sales, but the goodwill and brand that will increase the attitudes toward the brand and finally the purchase intention in the future.

Mercedes Benz website provide complete information of their vehicle from design (exterior, interior, seating, etc.), performance (engine, suspensions, brakes, etc.), and technology (Night Vision, Mbrace, speakers, etc.). Mercedes Benz not only show and mention the benefit that they can get from buying Mercedes Benz, but they also give detailed explanation and educate their market, how exclusive their brand is. Mercedes Benz also has the interactive website where consumer can choose their own leather seating, tires, and wooden panels, refer to Figure 5.3. Researcher has browsed some luxurious fashion brand including Chanel, Coach, Louis Vuitton, etc. None of them actually educate how different they are and how exclusive their product is. Researcher believes that Louis Vuitton can go ahead of their fashion product competitors by educate their market about their quality and exclusivity. However, doing this may resulted in high expense for the company at the beginning, but researcher recommends Louis Vuitton to educate their market only in certain featured items.

By doing so, researcher believe that the consumer's attitudes toward the Original Louis Vuitton product will increase, because Louis Vuitton able give positive value to the people. Secondly, Louis Vuitton can also increase their product pricing, since people believes that higher pricing means higher quality and they are willing to spend more for better quality. Thirdly, since Louis Vuitton brand image and social image are good, people will feel good when using their product, resulting in increasing

personal appearance. Fourthly, is the social influence since many people uses Louis Vuitton, they will suggest others to use it, resulting in increasing number of people who purchase Louis Vuitton. Lastly, is the repeating purchase caused by satisfaction from their past purchase.

Having developed the conclusion of the research, as well as the recommendations, researcher believes that there are some limitations within this research, which are as follows: This research uses various independent variables taken from other researches in relation with counterfeit product. For the counterfeit product, the adjusted R square is 0.891, even though not all independent variables from those previous researches are used. However, for the original product, the same variables are used, resulting in lower adjusted R square for the original product, which is 0.610. Meaning that there are other variables influencing intention to buy original Louis Vuitton wallet, which are not examined in this research. Thus, the recommendation proposed by researcher is limited on those variables, while the other factors are not been covered yet.

The respondents of this research are only gathered from Surabaya. However, Jakarta as the most metropolitan city, and other cities around Indonesia, where Louis Vuitton's customers reside are not included as part of the research due to limitation of time and cost. Thus, the results of this research can only represent Surabaya. While in other cities, it might have different or same results.

Knowing that this research still have some limitations and improvement to be done, researchers provide some suggestion for the further research: In order to identify further about the research, it will be better if researcher not only select the variables that they want to measure only, in order to increase the adjusted R square of intention to buy original and counterfeit Louis Vuitton wallet. For the original product, it would be better for the further research to uses different variables with the counterfeit one. If the adjusted R square increases, it means that further research can give more information to Louis Vuitton, and other producers of luxurious brand for the variables that they should focus on to increase consumer's intention to purchase. As Louis Vuitton customers both for original and counterfeit are all over Indonesia, therefore researcher suggest that the coverage area should be widened, instead of only using Surabaya as the research object.

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