



Antecedents of Intention to Purchase Counterfeit Products: Case in Indonesian Consumers

Slamet Ahmadi^a, Harini Abrilia Setyawati^b, Santi Widhiastuti^c

^aIPWIJA, slametahmadi10@gmail.com

^bUniversitas Putra Bangsa, harini.abrilia.setyawati@gmail.com

^cIPWIJA, santiwidhiastuti@gmail.com

Abstract

The objective of this study was to scrutinize the effect of materialism and novelty seeking on counterfeit purchase intention through attitudes. Data were collected from the youth in Indonesia, collected 177 respondents, processed using the PLS wrap. The analysis using path coefficient analysis indicated that novelty-seeking and attitude had an effect on buying interest counterfeit purchase intention through attitudes. On the other hand, materialism had no effect on attitudes and interests. Limited sampling frame may affect the general findings.

Keyword: counterfeit, novelty-seeking, materialism, and attitude.

1. INTRODUCTION

The purchase of counterfeit products has become a global problem, occurring both in developed and developing countries. Counterfeiting covers a range of goods, most of which are luxury items typically purchased on the black market (such as designer clothing, jewelry, watches, and shoes), most of which are conspicuously consumed (Martin Eisend, Hartmann, & Apaolaza, 2017). Previous literature shows several determinants of intention to buy counterfeit goods, such as; brand prominence (Purwanto, Margiati, Kuswandi, & Prasetyo, 2019), ethics and variety seeking (Nagar & Singh, 2019), ethical aspects (Quoquab, Pahlevan, Mohammad, & Thurasamy, 2017), economic and hedonic benefits (Kaufmann, Petrovici, Filho, & Ayres, 2016), the extended theory of planned behavior (Patiro & Sihombing, 2014), social and personality factors (Hidayat & Diwasasri, 2013). The other research, perceived counterfeit proliferation (PCP) (Srisomthavil & Assarut, 2018).

The International Anti-Counterfeiting Coalition (IACC) states that trade in illicit products reaches 5-7 percent of world trade. Globally, sales of counterfeit goods totaled \$ 600 billion annually and because of the demand for counterfeit products it has increased by more than 10 000 percent in the past 20 years (Norum & Cuno, 2011).

Table 1
Counterfeit Products

No	Item	Persentase
1	Footwear	22%
2	Clothing	16%
3	Leather goods	13%
4	Electrical equipment	12%
5	Watches	7%
6	Medical equipment	5%
7	Perfumes and cosmetics	5%
8	Toys	3%
9	Jewellery	2%
10	Pharmaceuticals	2%
11	Other industries	12%

Sources: Guardian Graphic

Counterfeit footwear accounted for more than 20% of seizures in dollar terms in 2016. The Organisation for Economic Co-operation and Development (OECD) and the European Union's intellectual property office (EUIPO) finding banned items, from designer handbags to luxury watches, accounted for 3.3% of total international trade in 2016, up from 2.5% (\$ 461bn) in 2013. According to the global brand counterfeiting report 2018, the volume of international trade in counterfeit goods reached \$1.2 trillion in 2017 and is expected to rise to \$1.82 trillion in 2020-and these staggering numbers are expected to keep growing.

Under the Agreement on Trade-Related Aspects of Intellectual Property Rights (the WTO Agreement), counterfeit goods are all goods which contain an infringing trade mark and infringe the rights of the trademark proprietor under the law of the country of importation. The terms piracy and counterfeit are often used by the general public as equivalent or more comprehensive than the former (Marin Eisend & Schuchert-Güler, 2006).

Significant economic problems are caused by the production and use of counterfeits. Counterfeiters market their goods in an unusual and mostly attributable fashion. They prevent taxes and distort the truth about their production and the nature of the commodity. But they do create inferior ones. Packaging and other products are made so clever that fake and real labels barely make a difference. In fashion and counterfeit clothing items, this activity is more popular because every young and middle person wants something significant to carry (Abdullaha, Abdul Samad, Hassan, & Arab, 2017).

The emphasis they put on materialism is one element that may forecast the propensity of an individual to buy counterfeit products. A second person variation measure of the practice of consuming counterfeit products is potentially a quest for novelty. The seriousness of the buying of counterfeit merchandise and its effects need an investigation.

1.1. Counterfeit Products

Five key categories of counterfeit commodity practices occur (Phau, Sequeira, & Dix, 2009): misleading counterfeiting, theft, imitations, gray market, and custom-made copies. Deceptive counterfeiting refers to the creation of identically packaged versions which are copied to be viewed as the original product by customers. Piracy is a falsification that is non-deceptive. Specifically, the customer should not be fooled through piracy. The customer is aware of the piracy of the goods he or she is purchasing. Imitation is an imitation product operation that is exact copies, and original labels are meant to 'look like' goods. The Gray market is an illegal practice that relates to the illegitimate selling by legally contracted suppliers of overruns of textile manufacturing. Custom-made copies are another sort of counterfeit operation. This project aims to imitate branded items manufactured by licensed craftsmen. The missing thing from the original, though, is the logo or the brand name.

1.2. Factors affecting intention to purchase fake products.

Researchers in various areas, such as sociology (Rutter & Bryce, 2008), criminology (Spink, Moyer, Park, & Heinonen, 2013), anthropology (Newell, 2013), customer behavior (Abid & Abbasi, 2014) and others, have made significant contributions to counterfeiting. It is also possible to split studies on counterfeit goods into two perspectives: some emphasis on the supply side (Akgün, Keskin, & Byrne, 2014) and others prioritize the demand (Angelis, Carpenter, Angelis, & Shavitt, 2009; Marin Eisend & Schuchert-Güler, 2006; Gentry, Putrevu, & Shultz, 2006). Several factors, classified into four categories: people, products, social and cultural context, and the purchase situation, have been proposed to influence consumer attitudes toward purchasing counterfeit goods (Marin Eisend & Schuchert-Güler, 2006). Intention is a symptom of a person's readiness to perform a given behavior, and it is considered to be the immediate antecedent of behavior (Cheng, Fu, & Tu, 2011). Purchase intention is defined as the consumer's desire to buy (Inkon, 2013).

1.3. Attitude toward counterfeiting

Attitude is a learned predisposition for a given object to act in a consistently favorable or unfavorable manner (Ajzen, 2005). Based on the Ajzen and Fishbein (1975) theory, the position of the proposed mediation attitude can be justified. According to this theory, attitude is associated with the intentions of a person, so estimating behavior may be

a predictor (Ajzen, 2005; Teah, Phau, & Huang, 2015; Riptiono & Setyawati, 2019). Proof still exists, in addition to scientific theoretical support. For example, past studies have found that the relationship between social, personal, and product variables and the intentions of consumers to purchase counterfeit products is influenced by attitudes towards buying fake products (Bian & Moutinho, 2009; Chaudhry & Stumpf, 2011; Phau et al., 2009). Phau have suggested a two-dimensional framework composed of perceptions of counterfeits and social effects, among the different ways of conceptualizing the attitude towards counterfeiting in the luxury industry. Given that the former is a measure of how similar the counterfeit is considered to be to the original product, this aspect is hereinafter referred to as "perception of similarity." (Phau & Teah, 2009)

1.4. Novelty Seeking

Novelty seeking refers to the fact that individuals continue to store new data for future confusion and continue to try new things on the basis of this knowledge (Hirschman, 1980). The quest for innovation does not have a positive impact on customer perceptions towards luxury brand counterfeits. Novelty Seeking (NS) had a major positive relationship with the purchasing intention of counterfeit goods, which suggests that an intention to buy counterfeit products is formed by people looking for new items. There was also an important positive relationship between the pursuit of novelty and the attitude towards counterfeit goods (Haseeb & Mukhtar, 2016). Novelty seeking positively affects the assessment of illegal goods by customers (Abid & Abbasi, 2014). A study conducted in Ghana found that the quest for innovation, price perception, reputation and consumption of prestige were key factors affecting the attitude of consumers towards the purchase of counterfeit textile products (Ghartey & Mensah, 2015).

1.5. Materialism

For a long time, psychology and marketing scholars have been involved in materialism and have provided tools to quantify the theory. It has been possible to detect shifts in materialism over time by testing this human trait over time (Graham, 1999). One of the concerns with these steps and these alleged patterns is that there has been a lack of a consistent concept of materialism (Schor, 1998). The pleasure in possessing commodities and the interests that are intrinsic in earthly possessions is materialism (Belk, 1997). The meaning correlated with material goods acquisition can also change the way people perceive their surroundings and the framework of their lives (Richins, 2004). Materialism can compete with other facets of the life of a person and become counterproductive to individuals or culture. With three components: centrality (acquisition centrality), satisfaction (the

achievement of pleasure gain), and achievement (ownership-determined achievement), Richins and Dawson (1992) conceptualise materialism as market value. This area tests the centrality of ownership in the life of an individual, the conviction that ownership and its acquisition contribute to enjoyment and life fulfillment, and the use of ownership to assess the progress of oneself and others, as stated by (Richins & Dawson, 1992).

Those from Belk and Richins and Dawson (Graham, 1999) are the most accepted of the definitions. Belk (1985) assumes that materialism consists of three characteristics: possessiveness, nongenerosity, and jealousy, while materialism is characterized by (Richins & Dawson, 1992) as the centrality of acquisition, acquisition as the achievement of pleasure, and achievement determined by ownership. Many who rank high on the scale of happiness consider that possessions and purchases are important to their life satisfaction and well-being. The measure of achievement represents the degree to which individuals appear to measure themselves and others by the amount and quality of assets acquired. Materialism does account for variation in people's ability to consume counterfeit products (Furnham & Valgeirsson, 2007). Variety-seeking actions and materialism of customers have a beneficial impact on the purchasing intention of non-deceptive counterfeits by customers (Nagar & Singh, 2019). Beliefs in materialism blame for variation in people's ability to accept counterfeit products (Furnham & Valgeirsson, 2007).

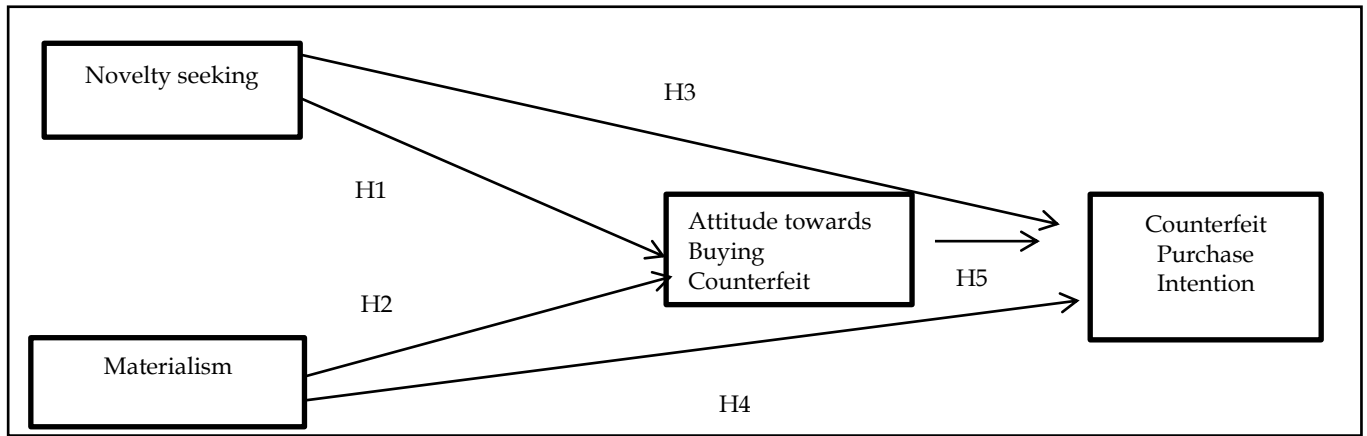


Figure 1. Conceptual Model
 Source: data processed, 2020

Based on structure model and the above overview of previous researches on counterfeit, five hypotheses are proposed.

H1: Novelty Seeking has a positive effect on attitude towards of counterfeit product

H2: Materialism has a positive effect on attitude towards of counterfeit product

H3: Novelty Seeking has a positive effect on counterfeit purchase intention

H4: Materialism has a positive effect on counterfeit purchase intention

H5: Attitude toward counterfeiting has a positive effect on counterfeit purchase intention

2. METHOD

2.1. Assessment and instrumentation

This study used a theoretical approach that has explanatory properties as it explores the effect of the factors to be evaluated. Data collection was carried out directly by means of a self-governing survey. The study was divided into two parts: first, it looked at the subjective profile of the respondents. Second, a multi-item scale was used from prior research experiments.

2.2. Instrument development

Measurement of variables Both scales used to measure research variables have been taken from previous literature. The behavioral intention was calculated using a 5 (five) item adapted from (Zeithaml, Berry, & Parasuraman, 1996), i.e. I say positive things about the counterfeit product to other people, while Attitude towards Buying Counterfeit adapted using 8 (eight) item from (Phau et al., 2009) i.e. Generally speaking, counterfeit products have satisfying quality, Materialism 7 (seven) item adapted from (Cleveland, Laroche, & Papadopoulos, 2009), i.e. I admire people who own expensive homes, cars, and clothes.,

Novelty seeking 4 (four) item adapted from (Wee, Ta, & Cheok, 1995) i.e. I am always one of the firsts to try new products.

This scale was developed at two stages: first, qualitative data were collected online using Google form application; and, second, quantitative data were collected online using Google form application. The primary data for this analysis was collected by means of a questionnaire survey

2.3. Sample and data collection

Data was collected online using Google form application. In this research, the unit of analysis is individual consumers in Indonesia. A total of 177 samples were completed and collected at the end of the data collection period.

3. RESULTS AND DISCUSSION

3.1. Characteristics of respondents

The following tables that explain the respondent information based on age, gender, and income:

Table 2
Description of Respondents

Gender	Total	Presentase
Male	58	67,23
Female	119	33,77
TOTAL	177	100%
Age		
<25	177	100%
TOTAL	177	100%
Education		
SMA	117	66,10 %
D3	3	1,70 %
S1	57	32,20
TOTAL	177	100%
Income		
< Rp 2.000.000	162	91,53 %
Rp 2.000.000 – Rp 3.000.000	6	3,39 %
Rp 2.000.000 – Rp 5.000.000	1	0,56 %
Rp 3.000.000 – Rp 4.000.000	2	1,13 %
Rp 4.000.000 – Rp 5.000.000	1	0,56 %
Rp 5.000.000	5	2,82 %
TOTAL	177	100%

Source: online questionnaires, 2020

Based on table 2 above can be explained by respondents based on gender, 67, 23% Male and 33, 77% female. All respondents are under 25 years old. The majority of respondents are high school graduates.

3.2. Convergent Validity

Convergent validity shows the ability of a measure to be positively correlated with the same alternative construct size (Hair Jr, Hult, Ringle, & Sarstedt, 2016). There are two criteria to assess whether the measurement model meets the requirements of convergent validity for reflective constructs (Solihin & Ratmono, 2013), namely loading values > 0.70 with significant p (value < 0.05); or the average variance extracted (AVE) value ≥ 0.50 .

Table 3 shows the loading, p -value, and AVE values of each construct. It can be seen that the RT_1 and RT_3 indicators have been removed from the model because the loading values are below 0.04. However, we still maintain indicators that have loading values between 0.04 - 0.07. The suggested procedure states that the decision to remove the indicator with a loading value between 0.04-0.07 is based on the impact of the decision to delete the indicator on AVE and composite reliability (Solihin & Ratmono, 2013). The indicator can be removed if it has an impact on increasing AVE and composite reliability above its limit (Solihin & Ratmono, 2013). From table 1, can be seen that the AVE value is already above the specified requirements, namely ≥ 0.50 and composite reliability ≥ 0.70 (see table 3) so that the indicator with a loading value between 0.04 - 0.07 in this study still maintained.

Table 3
Convergent Validity

Variable	item	Loading	p-value	AVE
Attitude Towards Of Counterfeit Product	ATC_ 1	(0.786)	<0.001	0.545
	ATC_ 2	(0.789)	<0.001	
	ATC_ 3	(0.768)	<0.001	
	ATC_ 4	(0.686)	<0.001	
	ATC_ 5	(0.819)	<0.001	
	ATC_ 6	(0.766)	<0.001	
	ATC_ 7	(0.656)	<0.001	
	ATC_ 8	(0.606)	<0.001	
Counterfeit Purchase Intention	CPI_ 1	(0.813)	<0.001	0.700
	CPI_ 2	(0.870)	<0.001	
	CPI_ 3	(0.884)	<0.001	
	CPI_ 4	(0.795)	<0.001	
	CPI_ 5	(0.818)	<0.001	
Materialism	M_ 1	(0.728)	<0.001	0.525
	M_ 2	(0.569)	<0.001	
	M_ 3	(0.721)	<0.001	
	M_ 4	(0.798)	<0.001	
	M_ 5	(0.810)	<0.001	
	M_ 6	(0.710)	<0.001	
	M_ 7	(0.710)	<0.001	
Novelty Seeking	NS_ 1	(0.833)	<0.001	0.684
	NS_ 2	(0.748)	<0.001	
	NS_ 3	(0.919)	<0.001	
	NS_ 4	(0.798)	<0.001	

Source: Data Processed, 2020

Discriminant validity measures whether constructs are different from other constructs based on empirical standards (Hair Jr et al., 2016). The criteria used to assess whether the measurement model meets the discriminant validity requirements is the average variance extracted (AVE) squared root value, which is column diagonal, and given parentheses must be higher than the correlation between latent variables in the same column (Solihin & Ratmono, 2013). Based on table 3 it can be explained that the AVE square root value meets the discriminant validity requirements

Table 4
Discriminant Validity

	Attitude	Counterfeit	Materialism	Novelty Seeking
Attitude	(0.738)	0.566	0.089	0.103
Counterfeit	0.566	(0.837)	0.138	0.092
Materialism	0.089	0.138	(0.725)	0.491
Novelty Seeking	0.103	0.092	0.491	(0.827)

Source: data processed, 2020

3.3. Internal Consistency Reliability

An internal consistency reliability test is carried out to assess homogeneity between items that compose a construct (Hair Jr et al., 2016). The criteria used to assess the reliability of internal consistency are composite reliability and Cronbach's alpha values above 0.70 (Solihin & Ratmono, 2013). From table 3 it can be seen that all constructs in this study meet the requirements for internal consistency reliability, which is indicated by the composite reliability and Cronbach's alpha values of each construct above 0.70.

Table 5
Internal Consistency Reliability

	Attitude	Counterfeit	Materialism	Novelty Seeking
<i>Composite reliability</i>	0.905	0.921	0.885	0.896
<i>Cronbach's alpha</i>	0.878	0.892	0.847	0.843

Source: data processed, 2020

3.4. Summary of Hypotheses Testing

The hypothesis in this study was tested using Structural Equation Modeling (SEM) with WarpPLS software version 6.0. The supported hypothesis in this study is seen from the significance value of the path coefficient. There are 5 (five) hypotheses tested in this study.

A hypothesis is declared supported if the p-value <0.05 (significant at the 5% level). Table 6 below presents a summary of the results of testing this research hypothesis.

Table 6
Summary of Hypotheses Testing

	Hypotheses	Path analysis	p-values	Result
H ₁	Novelty Seeking → attitude towards of counterfeit product	0.051	0.001	Supported
H ₂	Materialism → attitude towards of counterfeit product	0.005	0.272	Not Supported
H ₃	Novelty Seeking → counterfeit purchase intention	0.016	0.145	Not Supported
H ₄	Materialism → counterfeit purchase intention	0.019	0.087	Not supported
H ₅	Attitude towards of counterfeit product → counterfeit purchase intention	0.341	$<0,001$	Supported

Source: data processed, 2020

4. CONCLUSION AND IMPLICATIONS

The first hypothesis which states that novelty-seeking has a positive effect on attitude towards counterfeit products is declared supported. It can be seen in table 4 that the p-values show the results 0.001 (<0.05) and the path coefficient is 0.051. It can be concluded that novelty-seeking will determine the attitude towards counterfeit products.

The second hypothesis which states that materialism has a positive effect on attitude towards counterfeit products, otherwise can not be supported. It can be seen in table 4 that the p-value shows the result of 0.272 (>0.05). It can be concluded that materialism does not affect the attitude towards counterfeit products. However, the path coefficient value is 0.005, meaning that the relationship between materialism and attitude shows a positive correlation. The third hypothesis which states that novelty-seeking has a positive effect on counterfeit purchase intention, otherwise can not be supported. It can be seen in table 4 that the p-values show the results 0.145 (> 0.05). It can be concluded that novelty-seeking does not affect counterfeit purchase intention. However, the path coefficient value is 0.016, meaning that the relationship between materialism and counterfeit purchase intention shows a positive correlation.

The fourth hypothesis which states that materialism has a positive effect on counterfeit purchase intention, otherwise can not be supported. It can be seen in table 4 that the p-value

shows the result of 0.087 (>0.05). It can be concluded that materialism does not affect counterfeit purchase intention. However, the path coefficient value is 0.019, meaning that the relationship between materialism and counterfeit purchase intention shows a positive correlation.

The fifth hypothesis which states that attitude towards counterfeit products has a positive effect on counterfeit purchase intention is declared supported. It can be seen in table 4 that the p-values show the results <0.001 (<0.05) and the path coefficient is 0.341. It can be concluded that the attitude towards counterfeit products will determine counterfeit purchase intention.

4.1. Theoretical Implication

This study contributes significantly to the theory. First it is a new insight to examine mediating of attitude to the relationship between materialism and novelty seeking. Structural Equation Modeling (SEM) was applied to assess the proposed research model and hypothesis. The analytical results implied novelty seeking has a positive effect on attitude towards of counterfeit product and attitude towards of counterfeit product has a positive effect on counterfeit purchase intention. In line with research (Haseeb & Mukhtar, 2016; Phau & Teah, 2009) Novelty seeking and Attitude towards counterfeit product also showed significant positive relationship. Second this study found that Novelty seeking has not a positive effect on purchase intention of counterfeit products, contrary (Abid & Abbasi, 2014; Haseeb & Mukhtar, 2016) stated that novelty seeking had strong relationships with purchase intention of counterfeit products, but this study in line with (Phau & Teah, 2009) There is no significant relationship between novelty seeking and purchase intention. People who seek for novelty will find something new to try and thus may influence them to try using counterfeit products.

The third finding is that the second and fourth hypotheses are stating that materialism has a positive effect on attitude towards of counterfeit product and counterfeit purchase intention is unsupported. Different from research (Chuchinprakarn, 2003; Kozar & Marcketti, 2011; Nagar & Singh, 2019; Sharma & Chan, 2011) state, that materialism has a significant impact on purchase intention of counterfeits. This study found that Materialism has not a positive effect on attitude towards of counterfeit product and counterfeit purchase intention. This finding is due consumers of original products are more materialistic than consumers of counterfeit products (Kaufmann et al., 2016). This is likely to contribute significantly to the theory of consumer behaviour.

4.2. Managerial Implication

Apart from providing theoretical contributions, this research also has managerial contributions. First, conferences and seminars on counterfeit products can be held by

government and private agencies, so that a policy to restrict counterfeit products has emerged. The two governments established policies that prevent counterfeiting activities. The three manufacturers of genuine goods are constantly innovating through design and quality to differentiate them from counterfeit goods. The fourth is public service advertisements that invite people to buy genuine products instead of fake products and also the impact resulting from purchasing fake products.

The current study leaves room for further future research in the field of counterfeit products. There is an opportunity for researchers to either explore the same variables of this study in greater depth or to add new variables that could potentially predict the purchase intention of counterfeit products more accurately. The author would recommend that similar studies as to the current study be conducted on a larger scale, that is a larger sample size, larger geographic regions and not limit the study to respondents of a certain demographic profile.

REFERENCES

- Abdullah, W. A. H. W., Abdul Samad, M. H., Hassan, A. S., & Arab, Y. (2017). International Transaction Journal of Engineering, Management, & Applied Sciences & Technologies. *International Transaction Journal of Engineering, Management, & Applied Sciences & Technologies*, 8(3), 169–181. <https://doi.org/10.14456/ITJEMAST.2020.3>
- Abid, M., & Abbasi, M. (2014). Antecedents and outcomes of consumer buying attitude; the case of Pakistani counterfeit market. *Indian J. Sci. Res*, 8(1), 165–176.
- Ajzen, I. (2005). *Attitude Personality And Behavior* (2nd ed.). OPEN UNIVERSITY PRESS.
- Akgün, A. E., Keskin, H., & Byrne, J. C. (2014). Complex adaptive systems theory and firm product innovativeness. *Journal of Engineering and Technology Management - JET-M*, 31(1), 21–42. <https://doi.org/10.1016/j.jengtecman.2013.09.003>
- Angelis, M. De, Carpenter, G. S., Angelis, M. De, & Shavitt, S. (2009). The Effect of Adding Features on Product Attractiveness : The Role of Product Perceived, 36, 651–652.
- Belk, R. W. (1997). Third world consumer culture. *Frontier Issues in Economic Thought*, 2, 311–313.
- Bian, X., & Moutinho, L. (2009). An investigation of determinants of counterfeit purchase consideration. *Journal of Business Research*, 62(3), 368–378.
- Chaudhry, P. E., & Stumpf, S. A. (2011). Consumer complicity with counterfeit products. *Journal of Consumer Marketing*, 28(2), 139–151. <https://doi.org/10.1108/07363761111115980>
- Cheng, S.-I., Fu, H.-H., & Tu, L. (2011). Examining customer purchase intentions for counterfeit products based on a modified theory of planned behavior. *International Journal of Humanities and Social Science*, 1(10), 278–284.

- Chuchinprakarn, S. (2003). Consumption of counterfeit goods in Thailand: who are the patrons? *ACR European Advances*.
- Cleveland, M., Laroche, M., & Papadopoulos, N. (2009). Cosmopolitanism, consumer ethnocentrism, and materialism: An eight-country study of antecedents and outcomes. *Journal of International Marketing*, 17(1), 116–146.
- Eisend, Marin, & Schuchert-Güler, P. (2006). Explaining counterfeit purchases: A review and preview. *Academy of Marketing Science Review*, 2006(12), 1.
- Eisend, Martin, Hartmann, P., & Apaolaza, V. (2017). Who buys counterfeit luxury brands? A meta-analytic synthesis of consumers in developing and developed markets. *Journal of International Marketing*, 25(4), 89–111. <https://doi.org/10.1509/jim.16.0133>
- Furnham, A., & Valgeirsson, H. (2007). The effect of life values and materialism on buying counterfeit products. *Journal of Socio-Economics*, 36(5), 677–685. <https://doi.org/10.1016/j.socec.2007.01.004>
- Gentry, J. W., Putrevu, S., & Shultz, C. J. (2006). The effects of counterfeiting on consumer search. *Journal of Consumer Behaviour: An International Research Review*, 5(3), 245–256.
- Ghartey, A., & Mensah, F. B. (2015). Ghanaian Consumers' Attitude towards the Purchase of Counterfeit Textile Products: A Case Study of Cape Coast Metropolis. *Journal of Business and Enterprise Development*, 5, 18–35.
- Graham, J. F. (1999). Materialism and consumer behavior: Toward a clearer understanding. *Journal of Social Behavior and Personality*, 14(2), 241.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage publications.
- Haseeb, A., & Mukhtar, A. (2016). Antecedents of Consumer 's Purchase Intention of Counterfeit Luxury Product. *Journal of Marketing and Consumer Research*, 28(1), 15–25.
- Hidayat, A., & Diwasasri, A. H. A. (2013). Factors Influencing Attitudes and Intention to Purchase Counterfeit Luxury Brands among Indonesian Consumers. *International Journal of Marketing Studies*, 5(4), 143–151. <https://doi.org/10.5539/ijms.v5n4p143>
- Hirschman, E. C. (1980). Innovativeness, novelty seeking, and consumer creativity. *Journal of Consumer Research*, 7(3), 283–295.
- Inkon, K. (2013). A study on luxuries possession desires and purchase intention: A comparative study between luxuries and imitations. *Academy of Entrepreneurship Journal*, 19(3), 63.
- Kaufmann, H. R., Petrovici, D. A., Filho, C. G., & Ayres, A. (2016). Identifying moderators of brand attachment for driving customer purchase intention of original vs counterfeits of luxury brands. *Journal of Business Research*, 69(12), 5735–5747. <https://doi.org/10.1016/j.jbusres.2016.05.003>
- Kozar, J. M., & Marcketti, S. B. (2011). Examining ethics and materialism with purchase of counterfeits. *Social Responsibility Journal*, 7(3), 393–404. <https://doi.org/10.1108/17471111111154536>
- Nagar, K., & Singh, V. P. (2019). Modelling the Effects of Materialism, Ethics and Variety-Seeking Behaviour on Counterfeit Consumption of Young Consumers. *Global Business Review*, 1–14. <https://doi.org/10.1177/0972150918818015>
- Newell, S. (2013). Brands as masks: Public secrecy and the counterfeit in Côte d'Ivoire. *Journal of the Royal Anthropological Institute*, 19(1), 138–154. <https://doi.org/10.1111/1467->

9655.12007

- Norum, P. S., & Cuno, A. (2011). Analysis of the demand for counterfeit goods. *Journal of Fashion Marketing and Management*, 15(1), 27–40. <https://doi.org/10.1108/13612021111112322>
- Patiro, S. P. S., & Sihombing, S. O. (2014). Predicting Intention to Purchase Counterfeit Products: Extending the Theory of Planned Behavior. *International Research Journal of Business Studies*, 7(2), 109–120. <https://doi.org/10.21632/irjbs.7.2.109-120>
- Phau, I., Sequeira, M., & Dix, S. (2009). Consumers' willingness to knowingly purchase counterfeit products. *Direct Marketing: An International Journal*, 3(4), 262–281. <https://doi.org/10.1108/17505930911000865>
- Phau, I., & Teah, M. (2009). Devil wears (counterfeit) Prada: A study of antecedents and outcomes of attitudes towards counterfeits of luxury brands. *Journal of Consumer Marketing*, 26(1), 15–27. <https://doi.org/10.1108/07363760910927019>
- Purwanto, P., Margiati, L., Kuswandi, K., & Prasetyo, B. (2019). Consumer motives for purchasing counterfeit luxury products: Behind the status signaling behavior using brand prominence. *Business: Theory and Practice*, 20, 208–215. <https://doi.org/10.3846/btp.2019.20>
- Quoquab, F., Pahlevan, S., Mohammad, J., & Thurasamy, R. (2017). Factors affecting consumers' intention to purchase counterfeit product: Empirical study in the Malaysian market. *Asia Pacific Journal of Marketing and Logistics*, 29(4), 837–853. <https://doi.org/10.1108/APJML-09-2016-0169>
- Richins, M. L. (2004). The material values scale: Measurement properties and development of a short form. *Journal of Consumer Research*, 31(1), 209–219.
- Richins, M. L., & Dawson, S. (1992). A consumer values orientation for materialism and its measurement: Scale development and validation. *Journal of Consumer Research*, 19(3), 303–316.
- Riptiono, S., & Setyawati, H. A. (2019). Does Islamic Religiosity Influence Female Muslim Fashion Trend Purchase Intention? An Extended of Theory of Planned Behavior. *Iqtishadia: Jurnal Kajian Ekonomi Dan Bisnis Islam*, 12(1), 16–36.
- Rutter, J., & Bryce, J. (2008). The consumption of counterfeit goods: "Here be pirates?" *Sociology*, 42(6), 1146–1164. <https://doi.org/10.1177/0038038508096938>
- Schor, J. B. (1998). The overspent American: Upscaling, downshifting and the new consumer.
- Sharma, P., & Chan, R. Y. K. (2011). Counterfeit proneness: Conceptualisation and scale development. *Journal of Marketing Management*, 27(5–6), 602–626. <https://doi.org/10.1080/0267257X.2010.489829>
- Solihin, M., & Ratmono, D. (2013). Analisis sem-pls dengan warppls 3.0. *Yogyakarta: Andi Yogyakarta*.
- Spink, J., Moyer, D. C., Park, H., & Heinonen, J. A. (2013). Defining the types of counterfeiters, counterfeiting, and offender organizations. *Crime Science*, 2(1). <https://doi.org/10.1186/2193-7680-2-8>
- Srisomthavil, N., & Assarut, N. (2018). The impact of perceived counterfeit luxury brand proliferation on luxury brand values and patronage intention. *Market-Trziste*, 30(1), 41–60. <https://doi.org/10.22598/mt/2018.30.1.41>
- Teah, M., Phau, I., & Huang, Y. (2015). Devil continues to wear "counterfeit" Prada: A tale of

two cities. *Journal of Consumer Marketing*.

Wee, C., Ta, S., & Cheok, K. (1995). Non-price determinants of intention to purchase counterfeit goods. *International Marketing Review*.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31-46.