

INTENTION TO REPURCHASE COUNTERFEITS LUXURY PRODUCT BY ADOLESCENTS IN DENPASAR CITY, INDONESIA

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Abstract

Consumers who love to buy and use branded products not only from the upper class, but also from the middle to lower, although the purchasing power is relatively limited. This potential is well understood by marketers, by producing the same branded products, with a similar appearance to the original, but at a much cheaper price (counterfeits product). The purpose of this study is to explain the factors that affect the attitude of luxury branded products artificial. The sample used as many as 210 respondents taken using purposive sampling technique. Data collection was used by distributing questionnaires, and then analyzed using multiple regression with SPSS program. The results showed that value awareness, price-quality inference, social influences had a significant effect on attitudes on fancy branded products. While brand awareness, personal satisfaction and the prestige of a brand have no significant effect on attitudes on fancy branded products. The attitude toward fancy branded products has a significant influence on the intention of repurchasing fancy branded merchandise products.

Keywords: Brand Consciousness, Price- Quality Inference, Social Influence, Counterfeits luxury product

INTRODUCTION

In choosing a product, consumers will choose based on what is needed most and what is most suitable with him and one of them is lifestyle. According to Setiadi (2003), lifestyle is a way of life that is identified by how people spend time (activity), what people consider important in their environment (interest), and what people think about themselves and also the world around (opinion). Brand minded lifestyle is a lifestyle oriented to the use of luxury and famous branded products. Personal gratification or personal satisfaction will be felt by teenagers when wearing luxury branded fashion products. According to Phau et al. (2009), the need for a sense of accomplishment, social recognition and a desire to enjoy better things in life are three things related to personal satisfaction.

According to Furnham and Valgeirsson (2007) that, consumers are more likely to engage in buying behavior when there is price pressure. In this case the value consciousness (value consciousness) to get a lower price makes them choose to use counterfeit products whose price is much cheaper than the price of the original product. This also proves that teenagers already have brand awareness (brand consciousness) on the fashion product used. According Susianto in Hasibuan (2009), teenagers use the prestigious and expensive branded goods in which the goods are also used to view and assess their colleagues. Brand awareness (Brand consciousness) on luxury products make this teenager becomes fanatical towards imported products that are equipped with famous brands. Brand conscious consumers by Jamal and Goode (2001) in Lee et al. (2006), will be more likely to attribute attributes such as the brand name and country of origin.

Social influence (social influence) has a role in making purchases of fashion products in particular. According to Engel, et al (1995) one of the factors that affect the intention of purchasing products or services is an environmental factor consisting of culture or custom. This is supported by the results of Hutahuruk (2006) study which states that the level of buying intention is influenced by consumer lifestyles that include activities or habits, interests, and opinions of each individual, in this study referred to as activities, interests, and opinions (AIO) used as a basis for the preparation of consumer lifestyle measures.

In a search effort of his identity, teenage consumers also try to find the symbols, including brand prestige that is expected to support the identity of self to meet personal satisfaction (personal gratification). One of them is by using fashion products. According to Tom et al. (1998), consumers are more interested in buying goods with fashion components attached to the product, as well as luxury goods. Nia and Zaichkowsky (2000) stated that, the status of the product is used by consumers as a symbol to communicate to the reference group, whose response is considered very important for the users of the product.

Consumers are willing to pay for visual attributes and functions without having to pay for the actual quality (Grossman and Shapiro 1988; Cordell et al, 1996). Selection of products based on price without quality quality (price-quality inference) is seen dominant, because only with a few dollars alone consumers can already have a fashion product that is almost similar to the original fashion product. This sense of interest then makes the prospective buyer have a strong desire to make a purchase.

Consumers who love to buy and use branded products not only from the upper class, but also from the middle to lower class. They are also happy about fashion products and want to have a branded product but its purchasing power is relatively limited. This potential is well understood by marketers, and therefore they are aiming for that opportunity by producing the same branded products, with a similar appearance to the original, but at a much cheaper price. In marketing, such products are called counterfeits products. Products like this are actually not legal, but in Indonesia itself this is not much matter legally. Of course this condition benefits consumers because it is able to bring them to a certain appearance and show the social class but on the other hand also harm the producers and the government of course. Therefore, the market potential of such products is very large. According to Eisend at al (2006), that only branded fashion items are valuable for forging and targeting illegal production.

According to Ahmad et al, (2013) the intention of purchase is the stage of tendency someone to act before the buying decision actually happens. Consumer decision to buy a product is a series of purchasing process. Consumers do not just buy a product directly, but through certain stages. Purchasing behavior itself is a stage where the consumer decides to actually buy the desired product. Consumer decisions are influenced by the intensity. If the consumer purchase intention is strong, then the chances of a buying behavior will be high, but if the buying intention is weak, then the chances of a purchase will be low. Similarly, what happens to consumers in Bali, especially the teenagers in the city of Denpasar.

The intention of teenagers to buy fancy branded fashion products is formed because of the positive attitude of the teenagers to the existence of fashion products fancy branded artificial, the influence of positive groups of teenagers who buy fashion products branded artificial faux, and the perception of the ability to control factors existing, convenience and convenience that facilitate the teenager in buying fancy branded fashion products. The development of famous branded fashion products but copies are found in many markets in Indonesia. The term imitation in Indonesian society is known as KW product or "quality" product. Kusuma (2015) explains the marketing of artificial products in Indonesia is increasing every year. This opinion is supported by a statement from RachmatGobel as Indonesia's trade

minister that by 2015, there are more than 40 percent of products circulating in Indonesia are counterfeit products (Fajriah, 2015).

The unfavorable impact caused by the intention of purchasing artificial luxury products for consumer consumers is that teenagers become less loved by local products that indirectly make the perception that the use of foreign products is more considered prestigious even though the product is in fact a counterfeit product. Another adverse effect is that teenagers tend to lack a broader understanding of the authenticity of a product. Based on research ever conducted by Lembaga Penelitian Ekonomidan Masyarakat (LPEM) FEUI together with Indonesian Society Anti Counterfeit (MIAP) in 2005 about "Economic Impact Study of Countering in Indonesia", it can be seen that the understanding of Indonesian people related to the originality of a product is very diverse. There are 32.69% of respondents who feel unsure and very unsure of the authenticity of a branded bag product in the study.

At a time when society has a high intention to branded artificial luxury products, then this becomes a great opportunity for businesses to create fashion products imitation of course impact on violations of business ethics. With this increased opportunity, the original luxury branded fashion product manufacturers are also feeling the adverse effects of losses. With so required government intervention in the form of action, provision of continuous information from related parties so that consumers are able to see the bad impacts so that it can be reduced and even cut off the production chain of fashion products branded artificial luxury (Trisdiarto, 2012).

LITERATURE REVIEW

Brands and Luxury Products

Counterfeit products eliminate the symbolic value of the original (luxury) goods and disguise the brand equity (Zhou and Hui, 2003). Manufactured counterfeit goods are considered as cheap versions of the original goods, so it is possible that there will not be a different perception of quality. The results of previous research conducted by Nia and Zaichkowsky (2000) showed that, the more successful and famous a brand of a product, the greater the chance of artificial occurrence of the brand among the community. This is a new opportunity for counterfeit businesspeople to take advantage of the original fame of the original products in the market. Counterfeit products or artificial products or often known as KW products in Indonesia often become problems that still can not be solved completely. Bian and Mounthino (2015) define counterfeiting or counterfeiting as an act of abuse against identical trademarks in violation of the trademark holder's rights. Technically, counterfeiting refers to infringement of trademark rights, and in practice the manufacture of such products is intentionally made very similar to the

original product. Sometimes it can mislead consumers in finding the genuine product they want to buy.

Brand Consciousness

The tendency of consumers who have brand awareness as well as adolescents in buying fashion products is because the brand symbols used can create prestige for their users (Cheek and Easterling, 2008). According to Hana (2012), the brand consciousness is a need and desire to buy famous national brands, higher priced brands, or brands that are more often promoted through advertising media. Hana (2012) argues that, well-known brands often make social statements regarding a person's status, for example Rolex watches, BMW cars, Sony electronics, and GUCCI clothing.

Personal Gratification

According to Phau et al. (2009), the need for a sense of accomplishment, social recognition and a desire to enjoy better things in life are three things related to personal satisfaction. People who seek to achieve success, social recognition, and higher standards of living are often associated with these characteristics. Thus, the more consumers seek higher personal satisfaction, according to Phau et al. (2009) such consumers will increasingly have a negative attitude toward fancy branded products.

Value Consciousness

According to Furnham and Valgeirsson (2017) that, consumers are more likely to engage in buying behavior when there is price pressure. Although artificial products have lower quality, but not selecting the original product is a huge savings. So for consumers who are aware of value, will have a high perception of value to counterfeit products. With regard to quality constraints, value consciousness can be defined as an awareness to get a lower price.

Price-Quality Inference

Inference of quality based on price level according to Wang et al (2009) has become a common assumption among consumers and is an important factor in consumer behavior. According to Huang et al. (2004), consumers' perceived differences in original and artificial products with lower prices and worse guarantees, prices and risks tend to be important factors associated with attitudes toward counterfeit products.

Social Influence

Consumers are more likely to buy branded products, which can indicate brand status that reflects the wealth, wealth, and social class of the customer. Phau et al. (2009) is because consumers tend to associate themselves with the social class position in which they are today, or even the higher social class above them. Consumer decisions to use original or artificial branded products are influenced by the pressure of the reference group, and also depend on the norms used by the social group.

Brand Prestige

In the marketing literature, brand prestige is defined as a relatively high status relating to a brand's position (Erdogmus & Budeyri-Turan, 2012). As said by Hanzaae et al. (2012) the assessment of a brand that is considered prestigious is a collection of community persepi or a group about the status of a particular brand. According to Erdogmus (2012), brand prestige is an important thing in the market of ready-made goods in the sense of fulfillment of one's acceptance in a social life as well as in the fulfillment of personal identity. According to So et al. (2013) in the context of the fashion luxury industry, corporate branding strategies have long been used and implemented to enhance the company's reputation, make customers more loyal, and set a high price on the product of the company's brand. Kapferer and Bastien (2009) also stated that in addition to highlighting superior product value, high pricing on a product also reinforces the brand's exclusive concept by making the product of the brand out of the reach of most buyers.

Attitude towards Counterfeit Luxury Brand

According to Liao and Hsieh (2013) that, the intention to perform or not to do certain behaviors is influenced by attitude-related behaviors, and those related to social influences. Phau et al (2009), that based on Theory of Planned Behavior, the buying behavior is determined by the intention of purchase, which is determined by attitude.

Intention to repurchase counterfeit luxury brand

The more an individual has an artificial product evaluation, according to Alfadl et al (2014), the higher the purchase intention the person has. Phau et al. (2009) that, the more negative the consumer attitudes toward fancy branded merchandise products the less likely they are to buy back those fancy branded merchandise.

Perception

According to Ramadan (2013: 10) states, "perception is a process used by individuals to choose, organize, and interpret information inputs to create meaningful images". Meanwhile, according to Permatasari (2013: 20), "perception is defined as the process by which individuals choose, organize, and interpret stimuli into meaningful and reasonable images of the world". According to Fadila (2013: 45) perception depends not only on stimuli in physical form, but also depends on the stimuli around him and the conditions that exist in a person and perception is more important than reality in marketing, because perceptions that can affect consumers in behaving, that person can have different perceptions of the same object.

Decision-making

In the context of purchasing fashion branded products, whether authentic or artificial, purchasing decisions will depend on the personality type of the decision maker itself. Is he more inclined to prioritize and prioritize needs than a desire or even vice versa. According to Kotler (1997), the buyer's character will determine the buying decision process, and finally make a purchase decision. The process of purchasing consumers through the introduction of problems, information search, alternative evaluation, purchasing decisions, and behavior after purchase. Behavior after purchase will lead to a complacency or dissatisfaction with consumers. Assael in Barata (2007) argues that, buying intention is the last stage of a series of consumer purchase decision processes. This process will start from the emergence of the need for a product (need arousal), followed by the processing of information by consumers (consumer information processing), then consumers will evaluate the product. The results of this evaluation will eventually bring the intention or intention to buy.

Theory of Planned Behavior

According to Ajzen (2005), the intention can be explained through the theory of planned behavior which is the development of the theory of reasoned action. The intention reflects the individual's willingness to try to do a particular behavior. Ajzen in Teo & Lee (2010) defines intentions as an indication of how strongly one's beliefs will attempt a behavior, and how much effort will be used to perform a behavior. Intentions have a high correlation with behavior, therefore can be used to forecast behavior (Ajzen, 2005). The measurement of the intention of buying fancy branded fashion products is based on the determinant of buying intention based on the theory of Planned Behavior expressed by Ajzen (2005), ie attitude, subjective norm, and behavior control.

Consumer Value

Zeithaml (1988) considers consumer perceived value as the overall valuation of the consumer over the usefulness of a product and service based on the perception of what has been given and received. There are four dimensions of value that encourage buying attitudes and behaviors according to Sweeney and Soutar (2001), of which are emotional, social, quality or performance, and price or value for money.

Social and Lifestyle Classes

Among the many lifestyles predicted a brand minded lifestyle affects the intention of buying fancy branded fashion products. The purpose of this "Brand Minded" is that the mindset of a person against the commercial objects that tend to be oriented to luxury and famous brand (McNeal, 2007). Engel et al. (1995) defines lifestyle as a pattern in which people live and spend their time and money. Lifestyle is a simple conception that reflects the value of consumers in meeting their life needs. This is in line with the expression of Solomon (2011) which states that, lifestyle reflects the pattern of consumption that describes a person's choice of how a person uses his time and money.

Research Hypothesis

H1: Brand Consciousness has a significant negative effect on Attitude towards Counterfeit Luxury Brand.

H2: Personal Gratification has a significant negative effect on Attitude towards Counterfeit Luxury Brand.

H3: Value Consciousness has a significant positive effect on Attitude towards Counterfeit Luxury Brand.

H4: Price-Quality Inference has a significant negative effect on Attitude towards Counterfeit Luxury Brand.

H5: Social Influence has a significant positive effect on Attitude towards Counterfeit Luxury Brand.

H6: Brand Prestige has a significant negative effect on Attitude towards Counterfeit Luxury Brand.

H7: Consumers with positive attitudes toward fancy-branded products have a higher intention to plan to repurchase fancy branded merchandise.

RESEARCH METHODOLOGY

Research Variable

This study measures the influence of six independent variables, including Brands Consciousness (X1), Personal Gratification (X2), Value Consciousness (X3), Price-Quality Inference (X4), Social Influence (X5), and Brands Prestige (X6) Attitude towards Counterfeit Luxury Brand (Y1), then measure influence Attitude towards Counterfeit Luxury Brand (Y1) Against intention to repurchase counterfeit luxury brand (Y2).

Population and Sample

The population in this study were adolescents aged 18 to 25 years. With the reason that this age group is the largest consumer of luxury products, and it is assumed that in addition to the high interest of these adolescents also already have income to support their needs for luxury products. At this age teenagers will be more familiar with luxury brands. And those who have never made the purchase of fancy branded shoes products are the population. This is due to high adolescent interest in luxury products. The population in this study has infinite properties, hence being unknown.

Given the unknown population, according to Solimun (2005), the best sample size is 5 to 10 variables for each parameter estimate, or 5X number of variable items or 6X number of variable items, so on. However, because in this study using 5X the number of variable items, the 42 items of questions representing the variables will be multiplied by 5, so the sample size that is considered representative and represents the characteristics of the population is as much (5x42) or 210 samples.

Data collection

The data collection is done by spreading the questionnaire containing the questionnaire about the title of this research to the respondents so that the answers will be used as data in this research. The questionnaire was made in a polite form, considering the topic of research, that is a counterfeit product, which is a sensitive topic for some respondents.

Data analysis

Primary data obtained from questionnaires were processed using SPSS (Statistical Program for Social Science) software for Windows version 16. Descriptive research conducted by researchers using analytical methods to test the reliability and validity of the questionnaire data that has been obtained, as well as simple regression and multiple regression analysis to prove research hypothesis.

RESULTS

Based on 36% of male respondents most of them are 19% between the ages of 21 years to 25 years. Similarly, from 64% of female respondents, most of them are 37% between 21 years old and 25 years old. Viewed from the monthly income, most respondents i.e. 33% have income ranging from Rp. 2,500,000 up to Rp. 4.000.000.

Regression Analysis Structure 1 is used to test the hypothesis of influence of each independent variable (brand consciousness, personal gratification, value consciousness, price-quality inference, social influence, brand prestige) to attitude towards counterfeit luxury brand presented in Table 1.

Table 1. Regression Analysis-Sub I

Model	B	Std. Error	Beta	t	Sig.
(Constant)	16,293	4,279		3,808	0,000
<i>Brand Consciousness</i>	-0,345	0,209	-0,117	-1,653	0,100
<i>Personal Gratification</i>	-0,042	0,105	-0,024	-0,394	0,694
<i>Value Consciousness</i>	0,382	0,113	0,297	3,368	0,001
<i>Price-Quality Inference</i>	0,303	0,140	0,110	2,165	0,032
<i>Social Influence</i>	0,521	0,104	0,438	5,033	0,000
<i>Brand Prestige</i>	-0,193	0,139	-0,072	-1,393	0,165
R ² = 0,642					
F = 60,637					
Sig F = 0,000					

Based on the results of data analysis in Table 1. regression equation obtained with standardize beta as follows: $Y_1 = - 0.117 X_1 - 0,024X_2 + 0,297X_3 + 0,110X_4 + 0,438X_5 - 0,072X_6$

Regression Analysis Structure used to test hypothesis influence attitude towards counterfeit luxury brands against intention to repurchase counterfeit luxury brand. Regression Analysis Results Structure 2 can be presented as Table 2.

Table 2. Regression Analysis – Sub II

Model	B	Std. Error	Beta	t	Sig.
(Constant)	3.565	0.848		4.204	0.000
<i>Attitude towards Counterfeit Luxury Brand</i>	0.195	0.021	0.534	9.112	0.000
R ² = 0,285					
F = 83,035					
Sig F = 0,000					

The regression equation obtained from Table 2 satisfies the precision test of the regression model because the significance value of Test F (Anova) is 0,000 smaller than 0.05. Thus the variable attitude towards counterfeit luxury brand is appropriate to estimate the value of variable intention to repurchase counterfeit luxury brand.

DISCUSSION AND CONCLUSION

Brand consciousness variable with significance level of t test is $0,100 > 0,05$, this means that brand consciousness does not have significant negative effect toward attitude towards counterfeit luxury brand. The results of this study support the results of previous studies conducted by Phau et al. (2009), as well as research conducted by Hana (2012), which they also found no significant negative influence between brand consciousness towards attitudes toward counterfeit luxury brands. The results of this study indicate that consumer attitudes toward branded artificial luxury products do not reflect whether they have brand consciousness or not, in other words that consumers who have brand conscious does not necessarily have a negative attitude toward luxury branded products.

The personal gratification variable with the significance level of t test is $0.694 > 0.05$, this indicates that personal gratification has no significant effect on attitude towards counterfeit luxury brand. That is, that consumers who seek personal satisfaction will not necessarily have a negative attitude toward luxury branded products artificial. The results of this study support research conducted by Phau et al. (2009), and previous studies of Wang et al. (2005) and Ang et al. (2001), even in line with the results of the Hana (2012) study, where they also found no influence between personal gratification towards attitudes toward counterfeit luxury brands. According to Phau et al. (2009), consumers who buy counterfeit products are aware that the artificial product they buy does not provide the same level of quality as the original product and they are willing to accept the compromise. Asian values and cultural norms degradation still greatly affect the people of Bali, especially Denpasar, so in this case they have a more definition of sense of success, comfort, and pleasure than just having a luxury branded products. That way, the ownership of fancy-branded products is not considered a means to achieve success, comfort or pleasure.

The variable of consciousness value with significance level of t test equal to $0,001 < 0,05$ indicates that value consciousness have positive effect toward attitude towards counterfeit of luxury brand. Positive influence is indicated by the value of unstandardized coefficients beta which is positive value of 0.382. The higher the value of consciousness value then the attitude towards counterfeit luxury brand will increase. The results of this study are consistent with the results of previous studies conducted by Ang et al. (2001), and research by Wang et al. (2005),

Maldonado and Evelyn (2005) research, as well as research conducted by Hana (2012). However, this study is not in line with the results of research conducted by Phau et al. (2009), which states that there is no positive influence between value consciousness against attitude towards counterfeit luxury brand.

Price-quality inference variable with t-test significance level of $0.032 < 0.05$ indicates that price-quality inference positively influences attitudes toward counterfeit luxury brand. The higher the value of price-quality inference then the attitude towards counterfeit brand luxury will increase. The results of this study are in line with the results of research conducted by Phau et al. (2009), but there is little difference with the results of research Phau et al. (2009) stating that consumers who are more concerned with price than product quality, have a negative attitude towards fancy branded products. While the results of this study proves that consumers who are more concerned with price than product quality has a positive attitude toward counterfeit luxury brand, it is seen from the value of unstandardized beta coefficients positive value of 0.303. The results of this study reinforce the results of previous studies conducted by Bloch et al. (1993) which proves that consumers would prefer to buy artificial products rather than original products when there is a price advantage (in Phau et al. 2009). The results of this study also match the results of research Hana N. (2012) which he also found a positive influence between price-quality inference to counterfeit luxury brand.

Social influence variable with significance level of t test $0.000 < 0,05$ indicates that social influence have positive effect toward attitude towards counterfeit luxury brand. This positive influence is shown by the value of unstandardized coefficients beta which is positive value of 0.521. This means that the higher the value of social influence then the attitude towards counterfeit luxury brand will increase. The results of this study are in line with Phau et al. (2009), and the research of Hana (2012), is also in line with the results of research conducted by Trisdiarto.T.H. (2012) which states that the stronger the social factor of a person, the more positive the attitude towards counterfeit goods and the intention of buying counterfeit goods, in other words that to make a consumer purchase decision is very dependent on community and social environment.

Prestige brand variables with a significance level of t test of $0.165 > 0.05$ show that brand prestige does not have a significant effect on attitude towards counterfeit luxury brand. This means that consumers who are aware of the prestige of a brand will not necessarily have a negative attitude towards fancy branded products. The results of this study are in line with the results of previous studies conducted by Phau et al. (2009), and Hana's (2012) study, which they also found no significant influence between brand prestige on the attitude towards counterfeit luxury brands. The Balinese people especially in Denpasar are well aware of the

importance of an appearance and the prestige of a luxury product. Improving the economy has led to increased socio-cultural and lifestyle of local communities. But even so, the cost of living and other basic necessities make them wiser in spending their money. So the awareness of the prestige of a luxury branded product is no longer a measure for them in determining their attitude.

Variable attitude towards counterfeit luxury brand with significance level of t test $0.000 < 0,05$ indicates that attitude towards counterfeit luxury brand have positive effect on intantion to repurchase counterfeit luxury brand. This means that consumers with a positive attitude toward faux-branded products have a higher intention to make repurchases of fancy branded products. The results of this study are in line with Phau et al. (2009), in line with Wang et al's research results. (2005), as well as the results of Trisdiarto's (2012) study, as well as research conducted by Hana (2012), which confirmed the relationship between attitudes and attitudes. Attitudes toward fancy-branded products are a significant predictor of buy-back intentions on fancy branded products. In addition to the low price, the intention of repurchasing of the luxury branded products is also driven by the number of luxury artificial branded goods in circulation, the ease of access to get it and the law in Indonesia is still relatively less assertive.

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