



DEFINITION OF CONSUMER ATTITUDES TO BUY MOTIVE OF COUNTERFEITING BAG PRODUCT IN INDONESIA

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ABSTRACT

Fashion purses square measure product that occupy the third position of the eleven styles of product most frequently hijacked. in line with the u. s. Customs and Border Protection and European Commission, Indonesia could be a country that hierarchical the eighth largest country when Hong Kong with the best levels of product piracy in Asia in 2006. This study investigate the result of product cues factors, as well as inessential cues and intrinsic cues, Attitudes towards counterfeits, devoutness, quality attitudes, standing of consumption on purchase intentions. This study aims to clarify the method of forming Associate in Nursing intention to shop for pirated bag product that rest on the first relationship of freelance variables like attitudes towards counterfeit, quality attitudes and consumption standing of the intention to shop for pirated product yet as check patterns bag relationship between variables. the info was collected by employing a form fenced in with the statement that supported the Likert scale. The respondents were all used girls WHO square measure within the space of Yogyakarta with two hundred respondents. These results show that intrinsic factors had positive influence on client attitudes towards pirated purses addition, a additional positive perspective of shoppers towards pirated luggage can more strengthen the getting intentions and conversely the upper the standing of a consumer's consumption can solely more weaken the intention of buying the merchandise bag pirated.

1. INTRODUCTION

Generally, counterfeiting may be delineate as cheating observe by attaching trademark. Lai and Zaichkowsky in Keith Wilcox (2008) outlined counterfeiting as outlawed product that were similar with real product, however generally lower in performance, dependability, and quality. Meanwhile, Chaudhry and Walsh (1996); Bian and Veloutsou (2007) outlined counterfeiting product as trade product that were identical with real product or product that were tough to be differentiated from the registered trademark, therefore violating the rights of the trademark's homeowners. Some terms used typically to represent product counterfeiting square measure piracy, imitation complete and an outsized "grey" space (Lai and Zaichkowsky, 1999), custom created copies (Phau, Prendesgast, and Chuen, 2001), softlifting (Khoen and Im, 1997; Shore et al. 2001), industrial piracy, company piracy (Koen and Im, 1997) and garage piracy (Wijk, 2002).

Globally the mercantilism of counterfeiting product reached 299 billion greenback (Chakraborty et al., 1997). the consequences of product counterfeiting from the aspect of the businessmen were the loss of goodwill and also the consumer's trust on the corporate (Bamossy, 1985; Delener, 2000), the research's value and development created didn't have the extra price, and also the value for formal legal matter became larger (Nash, 1989), decreasing the profit of the legal complete holder company (Block et al., 1993). Product counterfeiting from consumer's purpose of read stops the shoppers to shop for such product (Bamossy, 1985). The advancements in technology fabricated from counterfeiting additional ambiguous for shoppers in differentiating real product and faux product (Bush et al. 1989; Olsen and Granzin, 1992; archangel and Papavassiliou, 1997; Nash, 1989; Wilkie and Zaichkowsky, 1999).

The causes of product counterfeiting are; the limitation of the provision of the real product in fulfilling the market's demand; the producers and also the retailers didn't pay taxes for the counterfeiting product (Stewart, 2005); the value can be cheaper instead of the real, therefore counterfeiters create huge advantage (Zaichkowsky and Simpson, 1996; Dodd and Zaichkowsky, 1999; Bush et al., 1989; Delener, 2000; Nill and Shultz, 1996; kill, 2002; Wijk, 2002); the fastness of the technology development created all info can be accessed by all society rank. This had given inspiration to the counterfeiters to try to to production of the counterfeiting product that might be identical with the real product. On the opposite words, there have been the merchandise examples (Nill & Shultz II, 1996; Bush, composer & Dawson, 1989; Bamossy & Scammon, 1985; Stewart, 2005); the terribly low of the business risk, even while not risk, as a result of the assembly value and also the overhead were rock bottom, far more cheaper instead of the proportion of the assembly value of the real product, as a result of the fabric used was typically not standardized; the



littleness of the investment value and also the analysis and development's value were excess (Nill & Shultz II, 1996; Delener, 2000; Stewart, 2005); had the terribly huge potential market as a result of the large of the consumers' proportion with the center to low incomes WHO couldn't purchase the real product. Moreover, the law infrastructure was still weak, marked by the content of the govt towards product counterfeiting (Bush, Bloch, & Dawson, 1989; Delener, 2000; Wilkie & Zaichkowsky, 1999; kill, 2002); it had been tough to contend with the product that had been therefore sturdy and common for the shoppers. therefore doing the counterfeiting would ease the selling as a result of ready to be a part of the recognition of the real product (Nill & Shultz II, 1996). Those things supported the displacement of the consumers' demand from the real products' shopping for to counterfeit products' shopping for and reinforced the analysis result regarding the past product counterfeiting that known that the event of counterfeit product trade is extremely quick these days, even the trade that's the has the quickest growth within the world (Eisend and Giller, 2006; Sridhar, 2007; Cheek and Easterling, 2008; Yoo and Hee-Lee, 2009; Gistri, Romany and Gabrielli, 2009) and will be seen from the jumping from the demand range towards the counterfeit product from year to year that became the most reason for the quick growth of counterfeit product business (Chan, Wong, Leung, 1998).

2.LITERATURE REVIEW

In Theory of Reasoned Action (TRA), Ajzen (1980) explicit that the intention to try to to or to not do such sure behavior was influenced by 2 basic determiner construct, those were the perspective towards behavior and also the social influence, this was subjective norm. Ajzen completed that theory with beliefs. perspective came from the beliefs towards behavior (behavioral beliefs) and also the subjective norm came from the normative beliefs. Ajzen (1988) superimposed the behavior management construct that was perceived (perceived behavioural control) because the development of TRA that was called Theory of Planned Behavior (TPB). The addition of this perceived behavioural management was because the effort to know the limitation of people to try to to sure behavior. In alternative words, to try to to or to not do the sure behavior wasn't solely determined by mere perspective and subjective norm, however additionally supported by perceived behavioural management from management beliefs. Ajzen (2005) superimposed the individual background issue into TPB that concerned the private issue (the temperament, life value, emotion, and brain), the social issue (the age, gender, ethnic, education, income, and religion), and also the info issue (the expertise, knowledge, and exposition to the media). The behavior wasn't solely influenced by the perspective, subjective norm, and behavioural management, however additionally influenced by the particular behavioural management that noted the extent of skills, competences, and alternative needs that were required to perform the determined behavior (Ajzen, 2006). the merchandise attribute cues square measure the most selling variables that influence the choice of the potential customers' purchase. Some researches (Chang and Wildt 1989; Davis 1985; Dodds et al. 1991; Forsythe and Cavender 1993; Rao and Monroe 1989) had investigated the potential of the consequences of the merchandises' attributes on the consumers' analysis towards the product quality and buy intention. Cooper (1969) noted that the attribute effects on the merchandise analysis and buy intention varied, not solely within the product class and buy state of affairs, however additionally within the consumers' market. shoppers used the data of the products' attributes to create the intermediate perception between quality and price that finally fashioned the acquisition call. In accordance therewith opinion, Zeithaml (1988) then outlined the standard perception because the consumers' judgment towards the total product regarding the prevalence or products' analysis that were fashioned from the intrinsic attributes (products' physical characteristics) and also the inessential attributes (the brands, price) that weren't hooked up on product. The previous analysis had shown that the value variations were the necessary variable, once somebody selected the counterfeit product (Cespedes et al. 1988; Cordell et al. 1996). That factor delineate that quality was fashioned from the value level and was the necessary think about the consumers' behavior (Chapman and Wahlers, 1999). during this read, shoppers attended believe that " the upper the value, the upper the quality" and on the opposite aspect, " the lower the value, the lower the price" . Besides, shoppers regarded that the complete pictures, product name, company name, and complete equity directly had the link with the products' complete performance, in the main the product with the known brands, as a result of the varieties of product had shut relationship with the consumers' status (Eastman et al. 1999). In relationship with the products' attributes on top of (the costs, brands, reputation), if someone's perspective towards the counterfeit product is advantageous, it's terribly doubtless that he/she can deliberate to purchase the counterfeit product, however if someone's perspective towards the counterfeit product is worse, it's terribly doubtless that he/she won't deliberate to purchase the counterfeit product.

In this case, Zeithaml (1988) confirmed that buyers depended additional on the intrinsic attributes after they were on the consumption purpose wherever some a part of the intrinsic attributes can be evaluated and will be accessed because the quality indicator. within the pre-purchase state of affairs, the intrinsic attributes were the looking out attributes (not experience) that might be the necessary quality indicator. The intrinsic attributes were the components of the physical product. The intrinsic attributes would be additional no-hit in predicting the expertise attributes (Marreiros and terra firma, 2009). Some analysis had investigated however the intrinsic attributes (how to try to to and what the materials



were) influenced the uses of the inessential attributes in evaluating product and buy choices. Chang and Wildt (1994) found that the value influence on the standard perception became less due to the rise of the quantity of the intrinsic attributes.

Methodology

Sample

Population during this analysis was the counterfeit product shoppers. The product were the girl luggage within the Provincial of Special District of Yogyakarta (DIY) while not the characteristics within the sure areas. the explanations that were the background of selections of victimization DIY society because the analysis objects, were as a result of the heterogeneous, dynamic and openness of DIY society. It involved on the fastness of their access ability towards info-the new information each from within and outdoors of this country, enclosed the data of the counterfeit lady bag mode trend. moreover, from that population, the analysis sample live was two hundred respondents.

Data assortment

Data assortment technique employed in this analysis was sample survey technique with questioner and closed statement that used likert scale and given to the respondents. This analysis used quantitative methodology and respondents were determined by victimization one in every of techniques of nonprobability sampling, that was Purposive Sampling. This purposive sampling technique was the technique that was supported the sure thought wherever respondents were regarded to satisfy the standards and had the required info in a very analysis (Sekaran, 2003). The respondents' criteria during this analysis were females WHO worked with the idea that that they had the financial gain that supported their ability to shop for and enclosed the choice manufacturers towards the bag product. The bag product were required to support the performance, superimposed the arrogance, and showed their standing in operating (Geiger-Oneto, 2007), and lived in Special District of Yogyakarta-Indonesia.

Variable Operational Definition

Products inessential was outlined because the product attributes that were hooked up on a bag product in relationship with the value, origin country, and complete genuineness. during this analysis, the product inessential was measured victimization five indicators (Lichtenstein et al. 1993; Field, J.R.B., 2003; Huang et al., 2004), those were: 1) worth because the quality indicator, 2) The disposition to pay additional permanently quality, 3) The disposition to shop for the branded product, 4) meant to shop for the product from the corporate with goodwill, 5) expecting the product with the exclusive advertisements. product Intrinsic was the product attributes that were enclosed within the bag products' physical characteristics that connected with the standard, basic materials, and model. product intrinsic was measured victimization five indicators (Field, J.R.B., 2003), those were: 1) Qualified counterfeit products' performance, 2) Counterfeit product appeared sturdy, 3) Counterfeit product followed the trend mode, 4) Counterfeit product were in accordance with hope, 5) Counterfeit product had prime quality.

Hypothesis Testing

The hypothesis testing moreover is predicated on the regression weight result that's resumed in table one. inessential Cues (EC) influence analysis result towards Attitudes Towards Counterfeits (ATC) shows Cr (Critical Ratio) values the maximum amount as -2.045 and p The Intrinsic Cues (IC) influence analysis results towards Attitudes Towards Counterfeits (ATC) shows chromium4|metallic element|metal} price the maximum amount as 2.279 and pcounterfeit bag product' intrinsic influences absolutely and considerably towards the tendency of the respondents' attitudes towards the counterfeit bag products. The implication, the higher the intrinsic cues of the counterfeit bag product, the upper the respondents' purchase intention towards the counterfeit bag product. the worth largeness of Std. Estimate Intrinsic Cues towards Attitudes Towards Counterfeits (0.194) compared with Std. Estimate inessential Cues towards Attitudes Towards Counterfeits (0.149) shows that the Intrinsic Cues is stronger in influencing Attitudes Towards Counterfeits compared with the inessential Cues. Besides, from the worth of the Standardized Estimate, it's additionally best-known that with the consumers' perspective mediation towards the counterfeit lady bag product, the inessential Cues influences the acquisition intention towards the counterfeit luggage the maximum amount as four.32%. Meanwhile, the Intrinsic Cues influences the acquisition intention towards the counterfeit luggage the maximum amount as five.63%. This result additionally indicates that with the consumers' perspective mediation towards the counterfeit lady bag product, the Intrinsic Cues influences the intention stronger compared with the inessential Cues. The influence analysis results of perspective Towards Counterfeits (ATC) towards Purchase Intention (PI) shows the worth of Cr the maximum amount as four.217 and p=n.s, therefore by victimization the importance level five-hitter, it may be all over that the Attitudes Towards Counterfeits (ATC) influences absolutely and considerably towards Purchase Intention (PI). The stronger the respondents' attitudes towards the counterfeit bag product, the stronger the respondents' intention to shop for the counterfeit bag product. The influence analysis results of devoutness (R) towards quality Attitudes (LA)



shows the worth of Cr the maximum amount as seven.542 and $P=0.000$. The result indicates that on the faulty tolerance five-hitter, devoutness (R) influences absolutely and considerably towards quality Attitudes (LA), that shows the stronger the non secular price that the respondents have, the additional increase their quality perspective considerably. Besides, with the mediation of quality Attitudes, devoutness influences the counterfeit bag product purchase intention the maximum amount as twenty five.88%. In accordance therewith result, this analysis analysis result additionally shows the influence of the quality Attitudes (LA) towards Purchase Intention (PI) has the Cr price the maximum amount as four.652 and $p=n.s$, therefore on the many level five-hitter, a respondent quality perspective provides the positive influence considerably towards his/her intention to shop for the counterfeit bag product during which a respondent' s quality perspective causes the stronger of a respondents' intention to shop for the counterfeit luggage.

Discussion

Counterfeiting could be a significant issue that developed within the whole world, each within the developing countries and developed countries (De Matos, Ituassu & Rossi, 2007). within the twenty first century, the product counterfeiting has accrued quick, from the scope, scale, or quality aspect, and influencing the manufacturer and retail sector dealing in numerous elite luxury brands product (Geiger, 2007; DeEn and Herzogenaurach, 2010). Counterfeiting has additionally been delineate as " criminal action" that influenced nearly every known product and complete within the world (Cooper and Eckstein, 2008; lamb and physicist, 2009). Despite warm-discussed topic the counterfeiting still showing within the numerous views. Its data philosophy is that the field of study and analysis within the selling sector. This analysis proves that the intrinsic factors of the counterfeit bag product, because the sensible quality performance, long-endured, goodcrafted, and trendy model offer the positive sturdy encouragement for the shoppers to shop for the counterfeit bag product. However, in plain read, the counterfeit bag product that square measure circulated in Indonesia nearly can not be differentiated from the initial product. The counterfeit bag product are created with the great quality, like the materials with the initial sleek animal skin and attaching complete (fake) that offers status to the users. even so, this analysis additionally proves that the product inessential factors that square measure indicated from the value, brand, goodwill, and exclusive advertising additionally become the factors that are regarded necessary by the shoppers, though they're not as huge because the intrinsic factors' influence. Besides, this analysis additionally proves that the tendency of the positive respondents' perspective towards the counterfeit luggage, provides the stronger encouragement towards the intention to shop for the counterfeit luggage. this type of shoppers square measure the shoppers that think about the product' s outside performance as most vital, however it doesn't mean they ignore the inessential values of the bag product like the expensive worth, company goodwill, and trademark originality. For them, the expensive worth, company goodwill, and trademark originality, in nature, become one thing necessary to administer the extra price to their performance. however the most factors to be thought of or the inaccessibility of inessential factors isn't solely supported the intention tendency, however the acquisition ability encouragement that's doable for the shoppers is additionally required. the fact that the Special District of Yogyakarta could be a province with rock bottom UMR limitation in Indonesia, shows the space of the consumers' purchase ability within the Special District of Yogyakarta. However, that reality makes the intrinsic factors become the stronger factors that influence the respondents' perspective towards the counterfeit bag product compared with their inessential values. moreover, this analysis additionally proves that devoutness provides vital contribution towards a respondent' s quality perspective. For shoppers, faith and norm enclosed in faith teaching relate considerably with their read towards law, relate with the counterfeit luggage. However, the shoppers in Indonesia read the bag counterfeiting isn't " a sin" because the shoppers decide the " stealing" behavior. even so, the respondents, in nature, admit that the bag counterfeiting isn't one thing right, however the idea engineered by the respondents that " the sin" fashioned due to stealing has totally different price from " the counterfeit bags' purchase" .

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