



## Factors Influencing Decisions to Purchase Counterfeit Fashion Products: Brand Image, Price and Lifestyle (Literature Review Customer Behavior)

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**Abstract:** Previous research or relevant research is very important in a research or scientific article. Previous research or relevant research serves to strengthen the theory and phenomena of the relationship or influence between variables. This article reviews the factors that influence purchasing decisions for counterfeit fashion products, namely: brand image, price and lifestyle, a literature study of consumer behavior. The purpose of writing this article is to build a hypothesis of the influence between variables to be used in further research. The results of this literature review article are: 1) brand image influences purchasing decisions for counterfeit fashion products; 2) price has an effect on purchasing decisions for counterfeit fashion products; and 3) lifestyle influences purchasing decisions for counterfeit fashion products.

**Keywords:** Brand Image, Lifestyle, Price, Purchase Decision, Counterfeit Fashion Products.

### INTRODUCTION

Indonesia is one of the countries that has many trade industries for counterfeit goods and also the largest product brand counterfeiting industry. For example, Bukalapak, Shopee, and Tokopedia are one of the largest start-up companies in Indonesia that are included in the Notorious Markets list published by The Office of the United States Trade Representative (USTR). Meanwhile, the document also explains that the Mangga Dua ITC market is a physical market that sells pirated products.<sup>1</sup>

<sup>1</sup> <https://ustr.gov/>, „ustr releases 2021 review of notorious markets for counterfeiting and piracy“, ustr, 2021, <https://ustr.gov/about-us/policy-offices/press-office/press-releases/2022/february/ustr-releases-2021-review-notorious-markets-counterfeiting-and-piracy>.

Data quoted from [kontan.co.id](https://kontan.co.id)<sup>2</sup> said that the State of Indonesia from 2015 to 2020 experienced economic losses due to counterfeit products of Rp. 65.1 trillion. In 2020, state losses increased sharply compared to 2015, which reached Rp 291 trillion.

Chatib Basri<sup>3</sup> said Indonesian people's awareness of counterfeit goods is still very low, so that counterfeiting in Indonesia is increasingly being carried out by existing manufacturing companies. Technological developments produce counterfeit goods that have physical characteristics very similar to the original, so that consumers cannot easily distinguish them. Meanwhile, the prices given by the manufacturers of counterfeit goods are very different from the original goods.

It is important to know how people buy fake fashion products. From many studies, that the factors that influence a person to make a product purchase decision is to examine the marketing mix (product, price, distribution channel, promotion) and consumer behavior (cultural, social, personal and psychological).

The main reason people buy fakes is obviously the low price. They can not afford to buy real goods but want to look stylish after using branded goods<sup>4</sup>. Consumption of counterfeit brands is not only for financial reasons, but also a series of social motives or personal factors such as status, impressing people<sup>5</sup> and hedonic needs<sup>6</sup>.

Based on the background, it can be formulated the problems to be discussed in order to build hypotheses for further research, namely: Does brand image affect purchasing decisions for counterfeit fashion products?, Does price affect purchasing decisions for counterfeit fashion products?, and Does lifestyle influence decisions? buying fake fashion products?.

## LITERATURE REVIEW

### Buying Decision

Purchasing decisions consist of the recognition of needs and wants, exploration of information, evaluation of purchasing alternatives, purchase decisions, and post-purchase problems in human activities to buy goods or services to fulfill their needs. Fake fashion purchases are made to look for variety, and consumers can accept low quality, but on the other hand they have the advantage of shopping more with a limited budget. The purchase of counterfeit fashion goods is influenced by various factors according to the type of product; such as products that others rarely buy, products that express themselves, so that consumers do not compromise on quality to pay less<sup>7</sup>.

According to Peter and Olson in Sangadji and Sopiah<sup>8</sup>, "Consumer decision making is a goal-oriented problem-solving process. The essence of consumer choice is the combination

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<sup>2</sup> Ratih Waseso, „Kerugian Ekonomi Indonesia Karena Produk Palsu Capai Rp 291 Triliun Pada 2020“, [kontan.co.id](https://kontan.co.id), 2022, <https://nasional.kontan.co.id/news/kerugian-ekonomi-indonesia-karena-produk-palsu-capai-rp-291-triliun-pada-2020>.

<sup>3</sup> Chatib Basri, „Negara Dirugikan Triliunan Rupiah Akibat Pemalsuan“, [detiknews.com](http://detiknews.com), 2007, <http://detiknews.com/finance/negaradirugikantriliunanrupiah.html>.

<sup>4</sup> Immanuel Kant, *Fundamentación de La Metafísica de Las Costumbres* (United Kingdoms: Greenbooks editore, 2021).

<sup>5</sup> Ian Phau and Min Teah, „Devil Wears (Counterfeit) Prada: A Study of Antecedents and Outcomes of Attitudes towards Counterfeits of Luxury Brands“, *Emerald: Journal of Consumer Marketing* 26, no. 1 (2009): 15–27, <https://doi.org/DOI.10.1108/07363760910927019>.

<sup>6</sup> Ling Jiang and Veronique Cova, „Love for Luxury, Preference for Counterfeits –A Qualitative Study in Counterfeit Luxury Consumption in China“, *International Journal of Marketing Studies* 4, no. 6 (2012): 1–9, <https://doi.org/doi:10.5539/ijms.v4n6p1>.

<sup>7</sup> Philip Kotler and Kevin L Keller, *Marketing Management*, 13th ed. (Jakarta: Erlangga, 2008).

<sup>8</sup> Etta Mamang Sangadji and SOPIAH, „Sangadji, E. M., & Sopiah, S. (2013). The Effect of Organizational Culture On Lecturers' Job Satisfaction and Performance: A Research in Muhammadiyah University throughout East Java. *International Journal of Learning & Development*, 3(3), 1-18.“, *Macrothink*

of knowledge and two or more alternative behaviors. An integrated process to evaluate and select one of the brands to buy. Fandy Tjiptono, in the research journal Pratiwi, et al <sup>9</sup> said, "Where, consumer behavior is an action that is directly involved in obtaining, determining products and services, including the decision-making processes that precede and follow these actions".

### Brand image

Brand image or brand image is important because it contributes to consumers when deciding on a product. Is the brand suitable or not for him. Dolich, (1969) in Xuemei Bian & Luiz Moutinho<sup>10</sup> said that "Brand Image affects consumer behavior in the next purchase as a brand that aims to improve the image of the wearer, it is necessary to have the power to arouse consumer desires. Rangkuti in Sangadji and Sopiah<sup>11</sup> that Brand Image is a series of brand associations formed in the minds of consumers.

Simamora in Sangadji and Sopiah<sup>12</sup> the brand is associated with what it promises to consumers. According to Sangadji and Sopiah<sup>13</sup>, consumers can combine various remembered associations to create a brand image. Brand image can be seen as a kind of relevance that appears in the minds of consumers when they remember a particular brand. These associations can take the form of specific thoughts or images associated with the brand, namely thoughts about other people.

### Price

According to Hasan<sup>14</sup>, Price is any form of material sacrifice made by someone to obtain, own, or use a product or service. This has also been confirmed by Ma'ruf<sup>15</sup>, price is the only factor in the marketing mix that benefits the retailer, the other factors that make up the price are costs. According to Swastha and Irawan<sup>16</sup>, price is the amount (and some, if applicable) required to obtain a set of combinations of goods and services.

### Lifestyle

Sutisna<sup>17</sup> stated that lifestyle is broadly defined as a way of life that is identified by how people spend their time (activities), what they consider important in their environment (interests), and what they think about themselves and the world around them (opinions). Kotler and Keller<sup>18</sup> define lifestyle as a person's pattern of living in the world that is expressed in his activities, interests and opinions.

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*Institute: International Journal of Learning & Development* 3, no. 3 (2013): 332, <https://doi.org/https://doi.org/10.5296/ijld.v3i3.3673>.

<sup>9</sup> Made Suci Pratiwi, I Wayan Suwendra, and Ni Nyoman Yulianthini, „Pengaruh Citra Perusahaan, Citra Produk Dan Citra Pemakai Terhadap Keputusan Pembelian Produk Foremost Pada Distro Ruby Soho Di Singaraja“, *Jurnal Manajemen Indonesia* 2, no. 1 (2014).

<sup>10</sup> Xuemei Bian and Luiz Moutinho, „The Role of Brand Image, Product Involvement, and Knowledge in Explaining Consumer Purchase Behaviour of Counterfeits Direct and Indirect Effects“, *European Journal of Marketing* 45, no. 1 (2011): 191–216.

<sup>11</sup> Sangadji and SOPIAH, „Sangadji, E. M., & Sopiah, S. (2013). The Effect of Organizational Culture On Lecturers' Job Satisfaction and Performance: A Research in Muhammadiyah University throughout East Java. *International Journal of Learning & Development*, 3(3), 1-18.“, 327.

<sup>12</sup> Sangadji and SOPIAH, 327.

<sup>13</sup> Sangadji and SOPIAH, 328.

<sup>14</sup> Ali Hasan, *Marketing* (Bandung: Alfabeta, 2008).

<sup>15</sup> Hendri Ma'ruf, *Pemasaran Ritel* (Jakarta: PT. Gramedia Pustaka Utama, 2005).

<sup>16</sup> Basu Swastha DH and Irawan, *Manajemen Pemasaran Modern* (Yogyakarta: Liberty, 2005).

<sup>17</sup> Sutisna, *Perilaku Konsumen Dan Komunikasi Pemasaran* (Bandung: Remaja Rosdakarya, 2002).

<sup>18</sup> Kotler and Keller, *Marketing Management*.

In Kunto's research<sup>19</sup>, one of the lifestyle segmentation in college students is conservative-trendsetter students, namely a group of students with the characteristics of dressing more in fashion than most people, arguing that they are educated people, admitting that they are people who like to show off, want to be judged as people who follow fashion, likes the routine of his life and likes to group or follow the community.

According to Assael (1992) quoted by Sutisna<sup>20</sup>, market researchers who adhere to a lifestyle approach tend to classify consumers based on Activity, interest, and opinion (AIO) variables: (a) Activities: people with a conservative-trendsetter lifestyle like to be in groups, are active in certain communities, like to shop and look good by wearing nice clothes; (b) Interests: people with a conservative-trendsetter lifestyle are usually interested in fashion, clothing and education; (c) Opinion: people with a conservative-trendsetter lifestyle consider dressing as a self-actualization.

Consumer lifestyle variables are essential factors in determining the categories of lifestyle groups in China such as risk-taking groups, adventurous groups and traditional lifestyle groups. The lifestyle of traditional community groups affects the sale of fresh fruits imported from China<sup>21</sup>.

The relevant research in this study is as presented in the following table:

**Table 1. Relevant Past Research**

No	Name, Year and Title of Research	Research purposes	Research methods	Research result	Equality	Difference
1	Ike Cindia, Fatc hur Rochman, Sunaryo "Terhadap Customer Satisfaction Melalui Purchase Decision dan Fashion Interest dalam Pembelian Handbag Imitasi (Studi pada Mahasiswi di Kota Malang)(2015)	Analyzing the influence of reference groups on purchase decisions and fashion interest, then the influence of purchase decisions and fashion interest on customer satisfaction, and the influence of reference groups on customer satisfaction through purchase decisions and fashion interests	PLS (Partial Least Square) via SmartPLS software	That reference groups have a positive and significant effect on purchase decisions and fashion interest. Then purchase decision and fashion interest have a positive and significant effect on customers satisfaction. Furthermore, reference groups have a positive and significant effect on customer satisfaction through purchase decisions and fashion interests.	Analyzing fake fashion products	Different independent variables

<sup>19</sup> Yohanes Sondang Kunto and Peter Remy Pasla, „SEGMENTASI GAYA HIDUP PADA MAHASISWA PROGRAM STUDI PEMASARAN UNIVERSITAS KRISTEN PETRA“, *JURNAL MANAJEMEN PEMASARAN* 1, no. 1 (2006): 13–21.

<sup>20</sup> Sutisna, *Perilaku Konsumen Dan Komunikasi Pemasaran*.

<sup>21</sup> Ping Qing, Antonio Lobo, and Li Chongguang, „The Impact of Lifestyle and Ethnocentrism on Consumers' Purchase Intentions of Fresh Fruit in China“, *Journal of Consumer Marketing* 29, no. 1 (2009): 43–51, <https://doi.org/DOI: 10.1108/07363761211193037>.

2	Pahrudi, Tri Yuniati “Pengaruh Kualitas Produk, Harga Dan Store Atmosphere Terhadap Keputusan Pembelian Jersey Imitasi” 2016	Knowing the effect of product quality, price and store atmosphere on purchasing decisions	The research method uses multiple linear regression analysis techniques	Product quality, price and store atmosphere variables are used as research models. These results are supported by the acquisition of a multiple correlation of 76.2% which indicates that the correlation or relationship between these variables is the decision to purchase an imitation soccer jersey at Counter The So Store Cito Mall Surabaya has a close relationship. The results of further testing show that of the three variables used as research models, each has an effect on the decision to purchase an imitation soccer jersey at Counter The So Store Cito Mall Surabaya.	Researching fake fashion products	Different variables
3	Desyra Sukma Dewanthi “Faktor Sosial Dan Personal Yang Mempengaruhi Konsumen Membeli Barang Fashion Tiruan ( <i>Counterfeit Fashion Goods</i> )” 2015	knowing the dominant social and personal factors influencing consumer attitudes in Indonesia towards counterfeit fashion goods which then also affects their desire to buy these goods. In addition, this study was also conducted to compare the attitudes of buyers and non-buyers towards counterfeit fashion items.	regression analysis	The results of the study show that only normative susceptibility and collectivism factors have a positive influence on consumer attitudes towards counterfeit fashion goods. This will ultimately lead to the consumer's desire to buy counterfeit fashion goods.	Including social factors in the independent variable	Analyzing counterfeit or imitation products
4	Erlita Prasetyaningsih, Diah	This research aims to determine the influence of brand	purposive sampling IBM SPSS Version.	brand image have positive and significant impact	The same independent and	Different product types,

	Fistiani Sukardiman “Pengaruh Citra Merek Dan Gaya Hidup Terhadap Keputusan Pembelian Produk Tas Branded Tiruan Pada Wanita Karir Di Jakarta” 2015	image and lifestyle on purchasing decisions imitation branded bags on the career woman in Jakarta.	21.0	on purchasing decisions. Then lifestyle has positive and significant impact on purchasing decisions.	dependent variables	Locations and research methods
5	Anastasia Devi K, Hari Susanta N, Reni Shinta Dewi “Pengaruh Citra Merek, Harga Dan Gaya Hidup Terhadap Keputusan Pembelian Produk fashion palsu (Studi Kasus Pembelian Tas Imitasi Louis Vuitton Pada Mahasiswa Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Diponegoro)” 2014	Focus on analyzing the influence of brand image, price and lifestyle on purchasing decisions	Multiple regression	Of the three variables analyzed partially and simultaneously, the coefficient of the price variable is greater than the other two variables. From the three variables also obtained the results that the price variable has a strong influence on purchasing decisions. This means that the price variable has the greatest influence on purchasing decisions for Louis Vuitton brand imitation bags.	Fake fashion products	Different independent variables

## RESEARCH METHODS

The method of writing scientific articles is by using qualitative methods and literature review (Library Research). Assessing theory and the relationship or influence between variables from books and journals both offline in the library and online sourced from Mendeley, Scholar Google and other online media.

In qualitative research, literature review must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions posed by the researcher. One of the main reasons for conducting qualitative research is that it is exploratory in nature.<sup>22</sup>

<sup>22</sup> Imam Gunawan, *Metode Penelitian Kualitatif* (Jakarta: Bumi Aksara, 2013).



## FINDINGS AND DISCUSSION

### Brand Image Affects the Decision to Purchase Fake Fashion Products

According to Sitinjak<sup>23</sup> Brand is defined as the perception or impression of a brand and is reflected in the set of associations that customers associate with the brand in their minds. According to Lin and Hsieh<sup>24</sup>, when the brand image of a product is good, consumer purchasing decisions tend to depend on the brand image of the product rather than physical attributes. According to Biel<sup>25</sup>, Brand image is an image that appears as a set of associations that connect consumer ideas with the brand name. According to Aaker<sup>26</sup>, brand image is basically influenced by several interrelated and interrelated factors such as brand loyalty; brand awareness (brand awareness); and Perceived quality.

### Price Affects the Decision to Purchase Fake Fashion Products

According to Etzel et al<sup>27</sup>, There are four indicators that characterize the price, namely the suitability of price with product quality, price competitiveness, price suitability and achievement. In a study by Devi, et al<sup>28</sup>, of the three variables analyzed partially and simultaneously, the coefficient of the price variable is higher than the other two variables. The results of the three variables also show that the price variable has a strong influence on purchasing decisions. This means that the price variable has the greatest influence on purchasing decisions for Louis Vuitton brand imitation bags.

### Lifestyle Influences the Decision to Purchase Fake Fashion Products

According to Assael (1992) quoted by Sutisna<sup>29</sup>, Market researchers who follow a lifestyle approach tend to group consumers based on lifestyle variables. The parameters that are built include, consumers work in certain communities, like to shop and dress well so that they look more prominent by others. Desire to be labeled as a fashionable person, evaluate appearance, interest in finding the latest information about fashion products, interest in the world of fashion, design and color perspective in meeting general product standards.

The facts above are in line with several previous studies that explain the relationship of variables related to the intention of people to buy counterfeit goods. Research results from Prasetyaningsih and Sukardiman<sup>30</sup>, explained that brand image and lifestyle simultaneously influence the decision to buy fake branded bags for career women in Jakarta. Meanwhile, according to research Devi, et al<sup>31</sup>, brand image, price, and lifestyle influence the decision to

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<sup>23</sup> Sellinnia Nayumi and Tumpal JR Sitinjak, „PENGARUH COUNTRY OF ORIGIN IMAGE, BRAND IMAGE, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK INNISFREE DI MALL KELAPA GADING JAKARTA UTARA“, *Jurnal Manajemen* 9, no. 2 (2020): 136–46.

<sup>24</sup> Jiun-Sheng Chris Lin and Pei-Ling Hsieh, „The Influence of Technology Readiness on Satisfaction and Behavioral Intentions toward Self-Service Technologies“, *Computers in Human Behavior* 23, no. 3 (2007): 1597–1615.

<sup>25</sup> A. L. Biel, „Converting Image into Equity. Brand Equity and Advertising: Advertising’s Role in Building Strong Brands“ 26, no. 10 (1993): 67–81.

<sup>26</sup> David Aaker, *Aaker on Branding: 20 Principles That Drive Success* (New York: Morgan James Publishing, 2014).

<sup>27</sup> Michael J Etzel, Bruce J. Walker, and William J Stanton, *Marketing* (New York: McGraw-Hill, 2004).

<sup>28</sup> Anastasia Devi K, Hari Susanta N, and Reni Shinta Dewi, „PENGARUH CITRA MEREK, HARGA DAN GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN PRODUK IMITASI“, *Jurnal Ilmu Administrasi Bisnis*, 4, no. 1 (2015): 85–94.

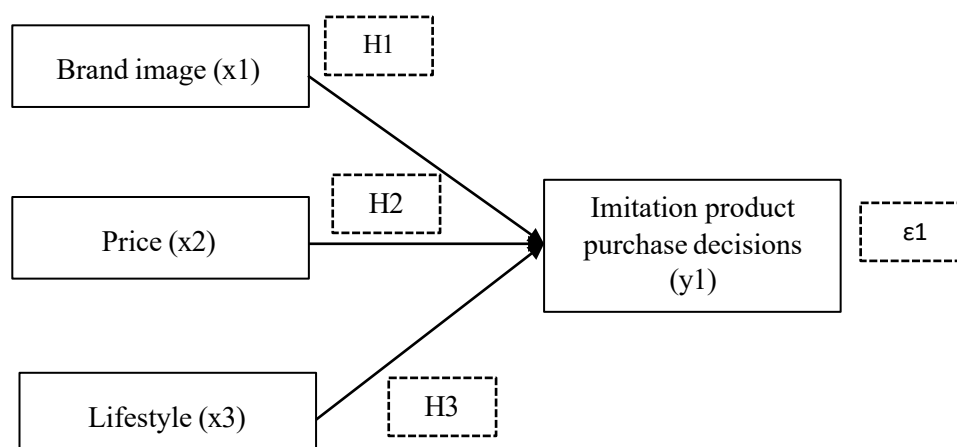
<sup>29</sup> Sutisna, *Perilaku Konsumen Dan Komunikasi Pemasaran*.

<sup>30</sup> Erlita Prasetyaningsih and Diah Fistiani Sukardiman, „Pengaruh Citra Merek Dan Gaya Hidup Terhadap Keputusan Pembelian Produk Tas Branded Tiruan Pada Wanita Karir Di Jakarta“, *Jurnal Ilmiah Manajemen Dan Bisnis* 1, no. 3 (2015): 10–17.

<sup>31</sup> K, N, and Dewi, „PENGARUH CITRA MEREK, HARGA DAN GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN PRODUK IMITASI“.

buy a Louis Vuitton imitation bag for FISIP Diponegoro University students, is the most important factor and bigger than other factors. Fitriyamani's Research<sup>32</sup> explains that partially brand image and value recognition variables have no significant effect on purchase intention. However, the attitude towards counterfeiting luxury brands can have a significant impact on the purchase intention of users of counterfeit Converse shoes in Surabaya. From this study, the relationship between variables seems positive, but there are still significant differences related to variables that have a greater impact.

Based on some of the discussions above, theoretical studies, relevant previous research and discussion of the influence between variables, the framework of thinking is obtained as below:



**Figure 1: Conceptual Framework**

Based on the conceptual framework picture above, then: brand image, price, and lifestyle affect the decision to buy fake fashion products. In addition to these factors, economic factors (x4), quality (x5), legal (x6), or ethical factors (x7) also affect consumers in buying fake fashion products.<sup>33,34, 35</sup>

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the theory, relevant articles and discussions, hypotheses can be formulated for further research:

1. Brand image influences purchasing decisions for counterfeit fashion products.
2. Price affects the decision to buy fake fashion products.
3. Lifestyle influences purchasing decisions for counterfeit fashion products.

<sup>32</sup> Balgis Hikmah Fitriyamani, „PENGARUH CITRA MEREK, KESADARAN NILAI DAN SIKAP TERHADAP PEMALSUAN MEREK MEWAH TERHADAP NIAT MEMBELI PRODUK IMITASI SEPATU CONVERSE DI SURABAYA“ (Perbanas, 2015).

<sup>33</sup> Victor V.Cordell, Nittaya Wongtada, and Robert L. Kieschnick Jr., „Counterfeit Purchase Intentions: Role of Lawfulness Attitudes and Product Traits as Determinants“, *Journal of Business Research* 35, no. 1 (1996): 41–53, [https://doi.org/https://doi.org/10.1016/0148-2963\(95\)00009-7](https://doi.org/https://doi.org/10.1016/0148-2963(95)00009-7).

<sup>34</sup> Swee Hoon Ang et al., „Spot the Difference: Consumer Responses towards Counterfeits“, *Journal of Consumer Marketing* 18, no. 3 (2001): 219–35, <https://doi.org/DOI:10.1108/07363760110392967>.

<sup>35</sup> Christopher J Parker and Wang Huchen, „Examining Hedonic and Utilitarian Motivations for M-Commerce Fashion Retail App Engagement“, *Journal of Fashion Marketing and Management; Bradford* 20, no. 4 (2016): 487–506, <https://doi.org/DOI:10.1108/JFMM-02-2016-0015>.



## Recommendation

Based on the conclusions above, the suggestion in this article is that there are many other factors that influence purchasing decisions for counterfeit fashion products, apart from brand image, price, and lifestyle at all types and levels of consumers, therefore further studies are needed. further to look for other factors that can influence the decision to purchase counterfeit fashion products other than the variables studied in this article. Other factors such as economic factors, quality, legal, or ethical factors.

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