

P-ISSN: 2338-8617

E-ISSN: 2443-2067

Jurnal Ilmiah

PEURADEUN

Vol. 11, No. 3, September 2023



 **Clarivate
Analytics**

Emerging Sources Citation Index

Web of Science™



INDEX  COPERNICUS

INTERNATIONAL



SCAD Independent
Accreditation by IAO since 2014
 Copernicus Publications
The Beneficial Open Access Publisher

JIP
The Indonesian Journal of the Social Sciences
www.journal.scadindependent.org
DOI Prefix Number: 10.26811



ACCREDITED "Sinta 2" by Decree No. 164/E/KPT/2021
Valid Until the January 2026 Edition

**Consumer's Personal and Social Factors on Purchase
Intentions of Counterfeit Luxury Products**

Munkhbayagan Ganbold¹ & Urandelger Gantulga²

^{1,2}Business School, National University of Mongolia, Mongolia, Mongolia

Article in Jurnal Ilmiah Peuradeun

Available at : <https://journal.scadindependent.org/index.php/jipeuradeun/article/view/926>
DOI : <https://doi.org/10.26811/peuradeun.v11i3.926>

How to Cite this Article

APA : Ganbold, M., & Gantula, U. (2023). Consumer's Personal and Social Factors on Purchase Intentions of Counterfeit Luxury Products. *Jurnal Ilmiah Peuradeun*, 11(3), 1091-1114. <https://doi.org/10.26811/peuradeun.v11i3.926>

Others Visit : <https://journal.scadindependent.org/index.php/jipeuradeun>

Jurnal Ilmiah Peuradeun (JIP), *the Indonesian Journal of the Social Sciences*, is a leading peer-reviewed and open-access journal, which publishes scholarly works, and specializes in the Social Sciences that emphasize contemporary Asian issues with interdisciplinary and multidisciplinary approaches. JIP is published by SCAD Independent and published 3 times of year (January, May, and September) with p-ISSN: 2338-8617 and e-ISSN: 2443-2067. Jurnal Ilmiah Peuradeun has become a CrossRef Member. Therefore, all articles published will have a unique DOI number. JIP has been accredited by the Ministry of Education, Culture, Research, and Technology, the Republic of Indonesia through the Decree of the Director-General of Higher Education, Research and Technology No. 164/E/KPT/2021, date December 27, 2021. This accreditation is valid until the January 2026 edition.

All articles published in this journal are protected by copyright, licensed under a Creative Commons 4.0 International License (CC-BY-SA) or an equivalent license as the optimal license for the publication, distribution, use, and reuse of scholarly works.

JIP indexed/included in Web of Science, Scopus, MAS, Index Copernicus International, Erih Plus, Sinta, Garuda, Moraref, Scilit, Sherpa/Romeo, Google Scholar, OAJI, PKP, Index, Crossref, BASE, ROAD, GIF, Advanced Science Index, JournalTOCs, ISI, SIS, ESJI, SSRN, ResearchGate, Mendeley and **others**.





CONSUMER'S PERSONAL AND SOCIAL FACTORS ON PURCHASE INTENTIONS OF COUNTERFEIT LUXURY PRODUCTS

Munkhbayasgalan Ganbold¹ & Urandelger Gantulga²

^{1,2}Business School, National University of Mongolia, Mongolia

¹Correspondence Email: urandelger@num.edu.mn

Received: December 31, 2022	Accepted: August 20, 2023	Published: September 30, 2023
Article Url: https://journal.scadindependent.org/index.php/jipeuradeun/article/view/926		

Abstract

There are several studies to answer the question of why consumers make purchases of counterfeit luxury goods. However, researchers have not studied the impact of consumer's personal and social factors on purchasing counterfeit luxury products yet. The current study examines how consumers' personal (face and public self-consciousness) and social factors (informative and normative susceptible) influence their purchase intention towards counterfeit luxury products. Quantitative research methodology was used to measure consumers' buying behavior of counterfeit luxury products by conducting an online survey of 254 consumers. The collected data were further analyzed by SPSS-28 and SMART-PLS 4 software. The findings indicate that social factors, such as informational susceptibility, strongly influence the purchase intention of counterfeit luxury products. Furthermore, consumer personal factors such as public self and face consciousness significantly influence fake luxury product purchasing intention. This study has implications for firms that import luxury goods and policymakers responsible for creating policies and marketing plans to deter consumers from buying counterfeit luxury goods.

Keywords: *Counterfeit Luxury Products; Face-Consciousness; Public Self-Consciousness.*



A. Introduction

Globalization is an essential factor in economic growth (Swadźba, 2020). Many factors affect the global economy both positively and negatively. Counterfeit product producers harm the global economy (Roux et al., 2019) because their products account for up to 2.5% of global trade, costing the world economy more than \$500 billion annually (Amjad & Mahmood, 2018). According to the International Chamber of Commerce, the business of counterfeit products reach approximately \$990 billion by 2022 (<https://iccwbo.org/>). Counterfeiters continue to produce in various sectors yearly (Atat, 2020). On the other hand, the manufacturers of original luxury brands spend thousands of dollars every year on the anti-copy brands movement (Ott, 2018). According to the law of supply and demand, as there are more buyers of counterfeit goods, there are also more producers.

Most counterfeit goods are made only in China (Shepard, 2018) and may be exported at a lower price to China's neighboring countries, such as Mongolia. The traditional Mongolian nomadic lifestyle is a minimalist way of life (Batchuluun Yembuu, 2021; Nofiardi, 2023). However, since 1990, consumers in Mongolia have been compelled to adjust to global developments due to the country's switch from a centrally planned to a free economic system, and spending patterns have gradually evolved (Gantulga et al., 2022). Consequently, consuming luxury brands has become a habit in society. Therefore, world-famous brand stores and shopping centers are opening.

A clear example is the French luxury brand Louis Vuitton (LV), which opened in 2009 in Mongolia, while the luxury hotel Shangri-La opened in 2015. At the same time, it is common to purchase and sell counterfeit luxury products in Mongolia. Mongolia itself has a population of approximately 3.5 million people, and the average monthly salary for people of the middle class in 2022 was around \$500-600 dollars (Gantulga & Ganbold, 2022). However, the middle class in Mongolia has lower incomes than in other developed and developing countries.



In most Asian countries, face is a crucial concept that significantly impacts consumer purchasing behavior since the face is essential in understanding much of the complexities of social relationships in Asian societies (J. Y. Kim & Nam, 1998). According to Hwang (2006), Asian people value face gain or loss highly. Like all Asians, Mongolians have made an effort to respect their face and honor very much from ancient times, which may have some influence on the purchase of counterfeit luxury products.

People buy counterfeit luxury goods for various reasons, including social influence (information and normative suggestive) Wang et al. 2005, the desire to be accepted by others, and personal concerns (face and public self-consciousness) Wu and Zhao (2021). People make unintentional or intentional purchases of counterfeit luxury items (Yusuf et al., 2022). Some consumers unintentionally purchase counterfeit luxury products because of the product's price, design, and image, while others intentionally buy them. Then the question arises: Why do people buy products while knowing they are counterfeit luxury? What motivates Mongolian consumers, who have lived a minimalist lifestyle since ancient times, to purchase counterfeit luxury goods?

An exciting aspect of the research is that world-famous brands continue to operate successfully in Mongolia, even though it does not have a stable economy and has a low average income. Conversely, counterfeit luxury product purchases are increasing yearly; it also has become a big concern of traders and policymakers, motivating the authors to conduct the current research.

The study has four aspects. The first goal is to discover how personal factors influence consumers' attitudes toward purchasing counterfeit luxury items. The second objective is to assess the impact of social variables on consumer attitudes toward counterfeit luxury items. The third purpose is to examine the role of customer attitude in mediating the effects between personal and societal factors and purchase intentions. Finally, understanding the purchase intentions of counterfeit luxury items concerning consumers' demographic characteristics would benefit exporters, marketers, and researchers.



1. Counterfeit Luxury Products

Luxury brands express the pinnacle of distinction, encompassing a variety of physical and psychological values (Vigneron & Johnson, 2015). According to the International Trademarks Association, counterfeit goods are inferior to genuine goods. Unfortunately, counterfeit products impact many well-known and successful firms across every industry. Counterfeit consumer products are popular even if they are of poor quality and include dangerous components. A fake product, a market replica or duplicate with a substantial brand value, is marketed cheaper than genuine products and is nearly indistinguishable from the original model in many ways (Eisend & Schuchert-güler, 2006).

“The frequency of counterfeits is exceptionally high in the luxury apparel business. Counterfeit luxury brands account for about 70% of the \$5.0 billion counterfeit trade and one-quarter of all luxury apparel revenues” (Miguel, Paula & Rita, 2021).

2. Face Consciousness

A Mongolian proverb says, “It’s better to die with honor than live in infamy”. It means you should value your face and be afraid to lose it. According to Bao et al. (2003), the significance of face in people’s social life, particularly in Asian society, is a cultural indicator. The impact of face consciousness on customer purchase intention is still being studied, and face consciousness is defined as follows. Face consciousness is an individual’s tendency to avoid public embarrassment during social interactions (Bao et al., 2003). Wong & Ahuvia (1998) assert that consumers more concerned with their appearance are more inclined to purchase luxury products as a sign of social standing. A recent study additionally pointed out that face consciousness, or the drive to enhance and protect one’s presence, influences customers’ purchase decisions (Wu & Zhao, 2021).

Moreover, the definition of face consciousness summarized the findings of earlier researchers as an individual’s Property; a particular event



does not change it and is influenced by it over time (Han et al., 2022). Consumers with solid face consciousness are more interested in luxury counterfeits than counterfeit products (Lee & Workman, 2020). Furthermore, face consciousness impacts consumers purchasing decisions and using visible luxury goods like apparel, jewelry, and cosmetics (Zhang & Wang, 2019).

3. Public Self-Consciousness

Since humans are social creatures, they need acceptance by communities and social groups to express themselves and acquire status. Fenigstein (1975) defined public self-consciousness as an awareness of oneself as a “social object”. In contrast, Field Scheier and Carver (1985) described it as thinking about “those self-aspects that are matters of public display”.

Various studies have been conducted on how public self-consciousness affects consumer purchase intentions. According to Lee (2009), purchasing counterfeit luxury goods is closely tied to public self-consciousness. As opposed to that, Kaufmann et al. (2016) stated that people self-conscious about their purchases prefer buying authentic premium goods rather than counterfeits. Furthermore, Lee and Workman (2020) found that public self-consciousness influenced the intention to purchase luxury products as Kaufman did. Moreover, Xu (2021) discovered that public self-consciousness positively affects the willingness to buy luxury items. As a consequence, public self-consciousness may influence the purchasing of counterfeit luxury products.

4. Information Susceptibility

Social influence is how other people influence a consumer's purchasing decisions (Ang et al., 2001). Information sensitivity is one aspect of social impact. Information susceptibility is the ability of a consumer to make decisions about the acquisition of goods and services based on the professional expertise of others (Wang et al., 2005). When consumers have limited knowledge about the brands they intend to purchase, they ask their peers and colleagues whether they are genuine or counterfeit. As a result,



information sensitivity will influence attitudes toward counterfeit luxury items. Kim & Karpova's (2010) study found that information susceptibility was negatively related to the purchase intention of counterfeit luxury products. Ting et al. (2016) found a strong correlation between information susceptibility and the tendency to buy luxury counterfeit goods.

5. *Normative Susceptibility*

"Normative susceptibility" refers to buying decisions influenced by social pressure (Wang et al., 2005). Normative susceptibility is purchasing decisions based on anticipating what impresses others (Phau & Teah, 2009). Consumers frequently conform to social norms when making purchases. The procedure occurs so they might be associated with such folks to receive a reward or avoid punishment (Bearden et al., 1989).

According to prior studies, consumers who prioritize their image and desire to impress others are less likely to purchase counterfeit luxury products (Thurasamy et al., 2002; Wang et al., 2005). In normative susceptibility, customers rely on their purchasing decisions and the opinions of others (Ang et al., 2001). People buy luxury products to impress others; therefore, they avoid buying counterfeit luxury products as much as possible (Kim & Karpova 2010). However, some consumers of counterfeit luxury goods generally place a premium on qualities that provide specific benefits, such as the brand name and the acceptance of others. Furthermore, Ting et al. (2016) discovered a positive connection with normative susceptibility and intention to buy luxury counterfeit goods.

6. *Purchase Intention Towards Counterfeit Luxury Products*

Purchase intention is the ability or willingness of a consumer to plan a future purchase of a particular good or service (Chiu et al., 2018). Purchase intention is the awareness of a consumer's desire to make a specific good or service a reality, leading to a subsequent actual purchase. Due to the difficulty in identifying a particular reason for customer purchases, the urge to buy has become a crucial business component



(Indriastuti, 2020). One of the most popular strategies marketers employ to understand better their consumers' actual behavior is to study their purchasing intentions (Ghalandari & Norouzi, 2012).

Many studies on the relationship between attitudes and behavioral intentions have been undertaken in marketing. The more positive the consumer's attitude toward the counterfeit product, the higher the consumer's willingness to purchase the fake product. Conversely, the more negative consumers' attitudes toward counterfeits, the lower their purchase intentions (Schiffman & Wisenblit, 2015). In addition, it has been established that the consumer's social and personal characteristics influence purchasing decisions (Lai & Zaichkowsky, 1999).

B. Method

This study used convenience sampling to conduct descriptive research on a sample of Mongolian consumers, including males and females (age>20). Survey data were gathered from consumers from various demographic backgrounds.

The research model was developed using the theoretical basis of previous studies (Kasuma et al., 2020; Lee & Workman, 2020; Ting et al., 2016; Wu & Zhao, 2021). A structured questionnaire was developed from the previous studies and used 5-point Likert scales. Thus, we presented the research model outlined below. First, the variability of the face and public self-consciousness, information and normative perspective, and purchase intention will be determined. A mediation analysis of attitudes toward counterfeit luxury products will be then calculated based on the relationship between personal and social characteristics and purchase intention.



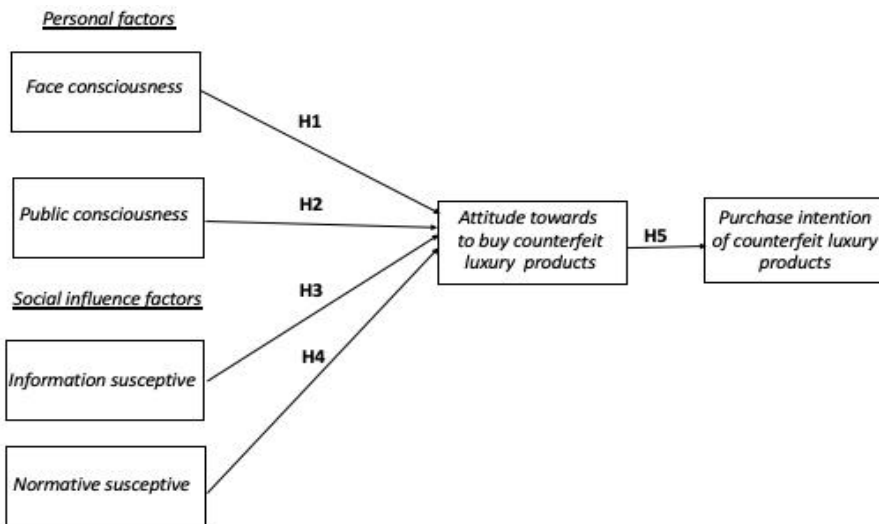


Figure 1. Research model

The hypotheses were established using previous research on the relationships between face consciousness, public self-consciousness, information susceptiveness, normative susceptiveness, attitude, and purchase intention.

- H1:** Face consciousness positively influences attitude towards purchasing counterfeit luxury items.
- H2:** Public self-consciousness negatively influences attitude towards purchasing counterfeit luxury items.
- H3:** Information susceptible positively influences attitude towards purchasing counterfeit luxury items.
- H4:** Normative susceptible negatively influences attitude towards purchasing counterfeit luxury items.
- H5:** Consumer attitude positively affects purchase intention.

The survey was conducted online using Google Forms between September 5 and October 8, 2022, and we sent a random sample of four hundred and eight consumers in Ulaanbaatar, Mongolia. The social media platform was used for the distribution of the questionnaires. The primary purpose of the research analysis is to get research from consumers who are well aware of the difference between luxury and counterfeit products, and

because the participation of experienced people who have knowingly purchased counterfeit products in the past will make the research results more realistic. Therefore, further analysis was carried out using 254 qualified surveys from 408.

Participants who agreed to participate in this study were first asked about their gender. Because the participants read different scenarios based on their gender: (1) Louis-Vuitton men's wallets and (2) Louis-Vuitton women's handbags). In the research scenario, to keep the respondents from being dependent on anything (money), the assumption was made that you have 7 million MNT (\$2000).

The situation was manipulated to evoke whether to buy LV luxury genuine or counterfeit products. Respondents were exposed to imagine as follows: You have 7 million MNT (\$2000) and want to buy a handbag. LV brands never go on sale. While prices can vary based on the type of products, original LV handbags (wallet) are usually 1500-2000 dollars or more. Counterfeit versions of LV handbags (wallets) are significantly cheaper because of tax evasion and the low-quality materials used in their production. Imagine that you go to a store to buy handbags/wallets. When answering questions, please have this LV luxury counterfeit handbag (wallet) in your mind.

The reasons for choosing the above brand are based on the fact that LV stores are located in Mongolia and that LV counterfeit luxury products are often sold on the black market. In addition, pretest results confirmed that Mongolian consumers were more familiar with LV brands than other luxury brands. Therefore, the study participants were shown pictures of the original and counterfeit LV products with prices. The survey was divided into two sections, containing twenty-eight questions; the first section covered face consciousness, public self-consciousness, information susceptible, normative susceptible, attitude, and purchase intention. The second section was where demographic data about the respondents was gathered to understand the respondents' purchasing patterns better.



This research investigated the hypotheses using structural model path coefficients and a significant level (Barbara Chin et al., 1996). T-statistics were employed to determine the statistical significance of the path coefficients. Moreover, the analysis included Frequency Analysis, Descriptive Analysis, Reliability test, Correlation Analysis, Linear Regression, and Mediation Analysis. The hypothesized effect was examined using the two-step structural equation modeling (SEM) approach employing SMART-PLS 4 and SPSS 28 (Ringle et al., 2012).

To begin, examine the reliability and validity of the scales employed in this study, and the measurement model will be analyzed, followed in the second phase by structural model evaluation. Smart PLS-4 is highly suited for this investigation because of its advantages over alternative SEM methods (Bontis et al., 2007).

Each scale employed in this study was established based on previous research. We chose four items developed by Lonner (1981) to measure face consciousness. Three items modified from (Fenigstein, 1975) were used to assess public consciousness. Information susceptible was measured with four items estimated by Phau and Teah (2009). Four items from Phau and Teah's (2009) questionnaire were used to measure normative susceptible. Three items taken from Matos et al. (2007) were used to assess attitude. Three items taken from (Yoo & Lee, 2009) were used to evaluate purchase intention.

Seven constructs were measured using 24 items on a Likert scale with a maximum of five points. The hypothesized effect was examined using the two-step structural equation modeling (SEM) approach employing SMART-PLS 4 and SPSS 28 (Ringle et al., 2012).

C. Result and Discussion

1. Result

a. Demographic Characteristics

An online survey was conducted among Mongolian consumers to find out consumers' purchase intentions of counterfeit luxury brands. The *Facebook* platform was used for the distribution of the questionnaires. Overall,



408 questionnaires were collected (154 invalids, 254 usable). Most respondents (77.6%) were women, aged between 20 and 30 (56.3%), with a bachelor's degree background (56.7%) and an annual family income between 1,5 million and 5 million tugrugs (Mongolian currency) (57.1%) and shown in Table 1.

Table 1. Demographic variables of participants

Variables	Data	Number	Percentage (%)
Gender	Male	57	22.4
	Female	197	77.6
Age	20-30	143	56.3
	31-40	64	25.2
	41-50	39	15.4
	51-60	8	3.1
Household income	Up to 1.5 million MNT	76	29.9
	1.5-5 million MNT	145	57.1
	6-10 million MNT	28	11
	11-20 million MNT	3	1.2
	21-40 million MNT	1	0.4
Education	More than 40 million MNT	1	0.4
	High school	62	24.4
	Bachelor	144	56.7
	Master	40	15.7
	Doctor	8	3.1

b. Descriptive Analysis of Variables

According to the descriptive analysis, participants' average assessments of public consciousness were considerably higher than other variables (3.99). "Agree", in particular, "I am typically aware of my look" (4.33). The average face consciousness score was higher than usual (3.54), with the answer "Agree", and the answer to the question "Buying famous brands makes me feel very prestigious" (3.86). The average Normative susceptibility score was above average (3.97) with the response "Agree" and the response to the question "I like to know what brands and luxury goods make good impressions on others" (4.19).

The average Informative susceptibility score (3.52) was above average with the answer "Agree" and the answer to the question "I gather information from friends or family before I buy counterfeit luxury goods"



(3.82). The average rating of attitude was above average (3.69) with the response “Agree” and the response to the question “I think it is acceptable to buy counterfeit luxury products” (4.13). In contrast, participants scored above average (3.62) on the purchase intention question, specifically with the response “Agree”, “I have the intention to buy counterfeit handbags in the future” (3.87).

c. Validity and Reliability Test

Table 2 shows the overview data of this research, including item loadings, AVE, Composite Reliability (CR), and Cronbach’s Alpha. First, according to Leguina (2015), item loading is considered valid when the loading is more than 0.7, and to ensure internal consistency reliability, the data of Cronbach’s Alpha need to be more than 0.6 (Griethuijsen et al., 2015). The CR values exceeded the minimum criteria of 0.70, ranging from 0.80 to 0.89 (Bagozzi & Yi, 1988). The measures showed good dependability based on CR and Cronbach’s alpha values. As a result, it was clear that the measures for each construct were internally consistent (Hair et al., 2014). Construct validity was therefore evaluated. Given the factor loadings in the current investigation, the AVE values were significantly higher than the cutoff point of .50 proposed by (Hair et al., 2014), indicating excellent converging validity for all the measures.

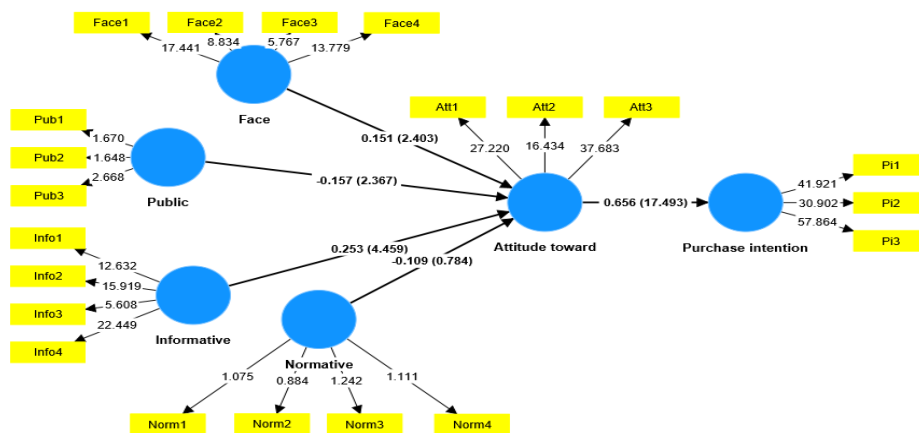


Figure 2. Smart-PLS test results

Every latent variable should have an average variance above its squared correlation with every other latent variable ($AVE > \phi^2$). Since all of the AVE exceed the squared correlation, the current study satisfied this requirement, confirming the discriminant validity. Table 2 displays the specifics of the measuring model outcomes.

Table 2. Reliability, convergent, and discriminant validity

Factors	Cronbach's Alpha	CR	AVE	(A)	(F)	(I)	(N)	(P)	(PI)
Attitude	.72	.84	.64	.80					
Face	.70	.81	.52	.27	.72				
Informative	.74	.83	.55	.31	.37	.74			
Normative	.77	.80	.53	.12	-.07	.14	.48		
Public	.76	.84	.50	.14	-.14	.06	-.17	.70	
Purchase intention	.82	.89	.73	.65	.20	.27	-.15	.20	.85

Source: Self-elaborated

d. Hypotheses Testing

This research investigated the stated hypotheses using structural model path coefficients and a significant level (Barbara Chin et al., 1996). T-statistics were employed to determine the statistical significance of the path coefficients. Face consciousness positively impacted the attitude toward counterfeit luxury products ($\beta=.151, p<.0001$). Hence, H1 was supported. As expected, public consciousness negatively influenced the attitude towards counterfeit luxury products ($\beta=-.157, p<.005$). Thus, H2 was supported. Moreover, informative susceptible positively impacted the attitude towards counterfeit luxury products ($\beta=.253, p<.0001$). Hence, H3 was supported. The results showed that attitude towards counterfeit luxury products was not significantly influenced by normative susceptible ($\beta=-.109, p>.005$). Thus, H4 was not supported. Table 3 summarizes the hypothesis testing.

Table 3. Path coefficient results

Dependent: Purchase Intention	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P-value
Attitude	.656	.657	.038	17.493	.000***



Dependent: Purchase Intention	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P- value
Face consciousness	.151	.162	.063	2.403	.000***
Informative	.253	.257	.057	4.459	.000***
Normative	-.109	-.014	.139	.784	.433
Public self- consciousness	-.157	-.157	.066	2.367	.018*
R2					.429
R2 adjustment					.431

Source: *Self-elaborated*

*** $p < 0.00$, ** $p < 0.05$, * $p < 0.10$.

We used the comparatively well-liked analytical approach suggested by recent studies to assess the mediation role of the attitude toward counterfeit products. Table 4 displays the results of the indirect and total effects of the exogenous variables on the endogenous variable purchase intention through their mediator (face consciousness, public self-consciousness, informative, and normative suspective) (i.e., attitude towards counterfeit luxury products). Bias correction and percentiles were utilized in the bootstrapping procedure to examine the indirect effects. The mediation effect focused mostly on the indirect relationship between factors; independent variables could have influenced the dependent variable via mediating variables.

We discovered that consumer attitude was a mediator in this study's theoretical model between independent and dependent variables.

It explores that consumer attitude fully mediated the relationship between Informative suspective and purchase intention ($\beta=.166$, $p<.0001$). Moreover, consumer attitude also fully mediated the relationship between face consciousness and purchase intention ($\beta=.099$, $p<.005$). Furthermore, consumer attitude also fully mediated the relationship between public self-consciousness and purchase intention ($\beta=-.103$, $p<.005$). However, consumer attitude did not mediate the relationship between normative suspective and purchase intention ($\beta=-.071$, $p>.005$).



Table 4. Mediation analysis results

Paths	Original sample	S.D.	t-statistic	p-value	Findings
Info-Att-PI	.166	.038	4.321	.000***	Fully mediated
Face-Att-PI	.099	.043	2.363	.018*	Fully mediated
Pub-Att-PI	-.103	.043	2.365	.019*	Fully mediated
Nor-Att-PI	-.071	.042	.781	.435	No mediation

Source: Self-elaborated

***p < .00, **p < .05, *p < .10.

2. Discussion

Researchers attempted to investigate the social and personal factors influencing buyers' decision to purchase counterfeit brand items. The results of the study supported the first hypothesis (H1). Notably, face consciousness strongly impacts attitudes towards counterfeit luxury products. It demonstrates that the higher people's face consciousness, the more likely they will purchase counterfeit luxury goods. H1 is consistent with previous research (Jiang et al., 2023), which explained that it reflects individuals' desire to enhance, maintain, and avoid face loss through social interactions, resulting in purchasing luxury counterfeit goods. It has also been consistent with the previous study that most people increase their willingness to buy counterfeit luxury items to convey a favorable social image that they want to create in social interactions (Shan et al., 2021). Moreover, Laura Meraviglia (2019) stated that face consciousness significantly influences consumers' purchase intention toward counterfeit luxury items.

The results of the study supported the second hypothesis (H2). Namely, public self-consciousness negatively influenced the attitude toward counterfeit luxury products. Kaufmann et al. (2016) state that Individuals with high public self-consciousness are sensitive to the type of image expected in social situations, so they positively impact intentions to acquire both authentic and counterfeit goods. This result is consistent with the previous studies (Lee & Workman, 2020).



The study's results supported the third hypothesis (H3), in which the attitude towards counterfeit luxury products was positively impacted by informative susceptible. An explanation for this finding may be the high price of luxury products, which leads customers to purchase fake luxury goods as an alternative. It is similar to the results of Phau and Teah (2009), which show that consumers tend to buy counterfeit luxury products to impress others. Moreover, according to Kasuma et al. (2020), informational susceptibility has a substantial link with purchase intention of purchasing counterfeit products.

The study's findings did not support the fourth hypothesis (H4). The relationship between normative susceptible and attitude towards counterfeit luxury products was not endorsed by H4, which aligns with research by Amjad and Mahmood (2018), which posits that normative susceptible consumers had a negative attitude towards counterfeit luxury products. Because these consumers value others' opinions and want to make a good impression on them, they only buy genuine products. Moreover, Phau and Teah (2009) found that normative susceptibility does not affect attitudes toward counterfeit luxury goods.

The study's findings supported the fifth hypothesis (H5). Consumer attitudes toward counterfeit luxury products were found to be positively correlated with consumer intentions to purchase counterfeit luxury goods. The results of the previous study showed that attitudes significantly affect whether people buy fake products (Jaharuddin & Nor Suzana Abd Wahab, 2014). This finding also coincided with previous research by Harun et. al. (2012) and Ting et. al. (2016).

D. Conclusion

The current study has implications for policymakers and importers. Policymakers should publicize that buying counterfeit luxury products is a problem of not implementing consumer social responsibility. It supports unethical business, does not contribute to the country's economy, and causes damage to the environment. A social marketing



program can be implemented to change consumers' buying behavior for counterfeit luxury products.

Importers of luxury brand products can implement an IMC program to make consumers aware and understand that buying counterfeit luxury products is an unethical act of self-deception and risks losing face. Supporting ethical business is consumer social responsibility.

Most studies on consumer purchasing behavior for counterfeit luxury products have used quantitative methods. Therefore, this type of research in the future should be conducted using qualitative research. Focus groups can be a helpful marketing research tool to explore the variables and factors influencing buyer intentions and attitudes toward counterfeits. Furthermore, it is recommended to divide these qualitative studies into income (high/low) and education (high/ low).

In particular, consumer behavior in developing and developed countries should be compared regarding willingness and attitude to purchase counterfeit luxury products. Another critical point is that the survey should be taken from consumers buying counterfeit products using the mall intercept interview method. Finally, researchers should research consumers who buy genuine and high-copy items. It is essential to analyze the buying behavior of this type of customer.

Bibliography

Amjad, N., & Mahmood, H. (2018). Consumer Attitude Towards Counterfeit Products in Lahore Using Structural Equation Modelling. *Paradigms*, 12(2), 167-171.

Ang, S. H., Cheng, P. S., Lim, E. A. C., & Tambyah, S. K. (2001). Spot the Difference: Consumer Responses Towards Counterfeit. *Journal of Consumer Marketing*, 18(3), 219-235.
<https://doi.org/10.1108/07363760110392967>.

Atat, M. Al. (2020). Review of Factors Affecting Non-Deceptive Consumers of Counterfeited Products in Different Region Across Sectors. *Management Studies and Economic Systems*, 5(3/4), 85-104.
https://www.msaes.org/article_119094.html.



- Bagozzi, R. P., & Yi, Y. (1988). On the Evaluation of Structural Equation Models. *Journal of the Academy of Marketing Science*, 16(1), 74–94.
- Bao, Y., Zhou, K. Z., & Su, C. (2003). Face Consciousness and Risk Aversion: Do They Affect Consumer Decision- Making? *Psychology and Marketing*, 20(8), 733–755. <https://doi.org/10.1002/mar.10094>.
- Barbara Chin, Peter Marcolin, Newsted, & Wynne W. (1996). A Partial Least Squares Latent Variable Modeling Interaction Effects: Results From A Monte Carlo Simulation Study and Voice Mail Emotion/Adaption Study. *Proceedings of the Seventeenth Internatioanal Conference on Information Systems*.
- Batchuluun Yembuu. (2021). Intergenerational Learning of Traditional Knowledge Through Informal Education: The Mongolian context. *International Journal of Lifelong Education*, 40(4), 339–358. <https://doi.org/10.1080/02601370.2021.1967488>.
- Bearden, W. O., Netemeyer, R. G., & Teel, J. E. (1989). Measurement of Consumer Susceptibility to Interpersonal Influence. *Journal of Consumer Research*, 15(4), 473–481. <https://doi.org/https://doi.org/10.1086/209186>.
- Bontis, N., Booker, L. D., & Serenko, A. (2007). The Mediating Effect of Organizational Reputation on Customer Loyalty and Service Recommendation in the Banking Industry. *Management Decision*, 45(9), 1426–1445. <https://doi.org/10.1108/00251740710828681>.
- Chiu, T.-S., Chih, W.-H., Ortiz, J., & Wang, C.-Y. (2018). The Contradiction of Trust and Uncertainty from the Vewpoint of Swift Guanxi. *Internet Research*, 28(3), 716–745. <https://doi.org/10.1108/IntR-06-2017-0233>.
- Eisend, M., & Schuchert-güler, P. (2006). Explaining Counterfeit Purchases: A Review and Preview. *Academy of Marketing Science Review*, 12(10), 1-21. https://www.researchgate.net/publication/252248476_Explaining_Counterfeit_Purchases_A_Review_and_Preview.
- Fenigstein, M. S. (1975). Public and Private Self-Consciousness: Assessment and Theory. *Journal of Consulting and Clinical Psychology*, 43(4), 522–527. <https://doi.org/10.1037/h0076760>.
- Gantulga, U., & Ganbold, M. (2022). Understanding Purchase Intention Towards Imported Products: Role of Ethnocentrism, Country of Origin, and Social Influence. *Jurnal Ilmiah Peuradeun*, 10(2), 449-470. <https://doi.org/10.26811/peuradeun.v10i2.658>



- Gantulga, U., Sample, B., & Ariunsaikhan Tugsbat. (2022). Predicting RFID Adoption Towards Urban Smart Mobility in Ulaanbaatar, Mongolia. *Asia Marketing Journal*, 24(1). <https://doi.org/10.53728/2765-6500.1584>.
- Ghalandari, K., & Norouzi, A. (2012). The Effect of Country of Origin on Purchase Intention: The Role of Product Knowledge. *Research Journal of Applied Sciences, Engineering and Technology*, 4(9), 1166–1171.
- Griethuijzen, R. A. L. F., van Eijck, M. W., Haste, H., den Brok, P. J., Skinner, N. C., Mansour, N., Gencer, A. S., & BouJaoude, S. (2015). Global Patterns in Students' Views of Science and Interest in Science. *Research in Science Education*, 45(4), 581–603. <https://doi.org/10.1007/s11165-014-9438-6>.
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial Least Squares Structural Equation Modeling (PLS-SEM) An Emerging Tool in Business Research. *European Business Review*, 28(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>.
- Han, X., Ju, C., Bao, F., & Xu, C. (2022). Sharing Reward Program Based on Face Consciousness in Social Media. *Psychology Research and Behavior Management*, 15(May), 1147–1166. <https://doi.org/10.2147/PRBMS362920>.
- Harun, A., Adzwina, N., & Rahman, A. (2012). Why Customers do Not Buy Counterfeit Luxury Brands? Understanding the Effects of Personality, Perceived Quality and Attitude on Unwillingness to Purchase. *Labuan E-Journal of Muamalat and Society*, 6, 14–29.
- Hwang, W.-C. (2006). The Psychotherapy Adaptation and Modification Framework: Application to Asian Americans. *American Psychologist*, 61(7), 702–715. <https://doi.org/10.1037/0003-066X.61.7.702>.
- Maulana, M.I., & Indriastuti, H. (2020). Achieving of Country Image, Perceived Quality, and Brand Familiarity on Purchase Intention of Samsung Smartphone in Indonesia. *International Journal of Management Excellence*, 16(1), 2281–2288.
- Jaharuddin, N. S., & Nor Suzana Abd Wahab. (2014). The Effect of Attitude Factors on Consumer Purchase Intention of Counterfeit Products. *3rd International Conference on Management, Economics and Finance (ICMEF) 2014*.
- Jiang, L., Cui, A. P., & Shan, J. (2023). The Risk of Embarrassment in Buying Luxury Counterfeits: Do Face-Conscious Consumers Care? *European Journal of Marketing*, ahead-of-p (ahead-of-print).



- <https://doi.org/10.1108/EJM-11-2021-0891>.
- Jinhwa Lee. (2009). *Understanding College Students' Purchase Behavior of Fashion Counterfeits: Fashion Consciousness, Public Self-Consciousness, Ethical Obligation, Ethical Judgment, and the Theory of Planned Behavior*. Ohio University.
- Kasuma, J., Noor, N. M., Abdurahman, A. Z. A., Sawangchai, A., & Jemari, M. A. (2020). The Influence of Information Susceptibility and Normative Susceptibility on Counterfeit Manufacturing Products Purchase Intention. *Journal of Supply Chain and Operations Management*, 9(2), 234–239.
- Kaufmann, H. R., Petrovici, D. A., Cid Gonçalves Filho, & Adriano Ayres. (2016). Identifying Moderators of Brand Attachment for Driving Customer Purchase Intention of Original vs Counterfeits of Luxury Brands. *Journal of Business Research*, 69, 5735–5747.
- Kim, H., & Karpova, E. (2010). Consumer Attitudes Towards Fashion Counterfeits: Application of the Theory of Planned Behavior. *Clothing and Textiles Research Journal*, 28(2), 79–94. <https://doi.org/10.1177/0887302X09332513>.
- Kim, J. Y., & Nam, S. H. (1998). The Concept and Dynamics of Face: Implications for Organizational Behavior in Asia. *Organization Science*, 9(4), 522–534. <https://doi.org/10.1287/orsc.9.4.522>.
- Lai, K. K.-Y., & Zaichkowsky, J. L. (1999). Brand Imitation: Do the Chinese Have Different Views? *Asia Pacific Journal of Management*, 16(2), 179–192. <https://doi.org/10.1023/A>.
- Laura Meraviglia. (2019). No Role For Conscious Consumer in the Battle Against Counterfeiting. A Socio-Cultural Approach. *Rivista Internazionale Di Scienze Sociali*, 127(3), 265–284. https://doi.org/10.26350/000518_000033.
- Lee, S., & Workman, J. (2020). How Do Face Consciousness and Public Self-Consciousness Affect Consumer Decision-Making? *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 1-15. <https://doi.org/10.3390/joitmc6040144>.
- Leguina, A. (2015). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). *International Journal of Research & Method in Education*, 38(2), 220–221. <https://doi.org/10.1080/1743727x.2015.1005806>.
- Lei Song. (2021). *Perceptions of Counterfeits Among Luxury Goods Differ Across Cultures*. <https://www.psu.edu/news/research/story/perceptions->



[counterfeits-among-luxury-goods-differ-across-cultures/](#).

- Lonner, W. J. (1981). Psychological Tests and Intercultural Counseling. In P. Pedersen, W. J. Lonner, & J. G. Draguns (Eds.), *Counseling Across Cultures* (Rev. and e). Honolulu Umverslty Press.
- Matos, C. A. de, Ituassu, C. T., & Rossi, C. A. V. (2007). Consumer Attitudes Toward Counterfeits: A Review and Extension. *Journal of Consumer Marketing*, 24(1), 36–47. <https://doi.org/10.1108/07363760710720975>.
- Nofiardi, N. (2023). Testimonium de Auditu Witness: Comparison of Maṣlāḥah in the Settlement of Syiqāq in the Religious Court of the Border Regions. *Samarah: Jurnal Hukum Keluarga dan Hukum Islam*, 7(2), 1016-1036. <http://dx.doi.org/10.22373/sjkh.v7i2.11493>
- Ott, D. (2018). *How Consumers Relate to Luxury Brands in the 21st Century: The Changing Concept of Sacredness and its Importance*. [Université Paris Sciences et Lettres]. <https://theses.hal.science/tel-03222729v1/document>.
- Phau, I., & Teah, M. (2009). Luxury Brands 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>.
- Ringle, C. M., Sarstedt, M., & Straub, D. (2012). Editor's Comments: A Critical Look at the Use of PLS-SEM in MIS Quarterly. *MIS Quarterly*, 36(1), 3-14. <https://doi.org/10.2307/41410402>.
- Roux, A. Le, Thebault, M., & Roy, Y. (2019). Do Product Category and Consumers' Motivations Profiles Matter Regarding Counterfeiting?. *Journal of Product & Brand Management*, 28(3), 758-770. <https://doi.org/10.1108/JPBM-06-2018-1923>.
- Scheier, M., & Carver, C. (1985). The Self-Consciousness Scale: A Revised Version for Use with General Populations. *Journal of Applied Social Psychology*, 15(8), 687–699. <https://doi.org/10.1111/j.1559-1816.1985.tb02268.x>.
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior* (11th globa). Pearson Education Limited.
- Shan, J., Jiang, L., & Cui, A. P. (2021). A Double-Edged Sword: How the Dual Characteristics of Face Motivate and Prevent Counterfeit Luxury



- Consumption. *Journal of Business Research*, 134, 59–69. <https://doi.org/10.1016/j.jbusres.2021.05.032>.
- Shepard, W. (2018, March). Meet the Man Fighting America's Trade War Against Chinese Counterfeits (It's not Trump). *Forbes*. <https://www.forbes.com/sites/wadeshepard/2018/03/29/meet-the-man-fighting-americas-trade-war-against-chinese-counterfeits/?sh=12bdc9ec1c0d>.
- Swadźba, S. (2020). Globalization and Economic Growth in Highly Developed Countries. *The 19th International Scientific Conference Globalization and its Socio-Economic Consequences 2019 – Sustainability in the Global-Knowledge Economy*. <https://doi.org/10.1051/shsconf/20207405025>.
- Thurasamy, R., Mohamad, O., Jantan, M., Chow, J. L. W., & Nasirin, S. (2002). Counterfeit Music CDs : Social and Personality Influences , Demographics, Attitudes and Purchase Intention: Some Insights from Malaysia. *The Proceedings of the 2nd European Conference on Research Methods in Business and Management*, 1–13.
- Ting, M.-S., Goh, Y., & Salmi, M. (2016). Asia Pacific Management Review Determining Consumer Purchase Intentions toward Counterfeit Luxury Goods in Malaysia. *Asia Pacific Management Review*, 21(4), 219–230. <https://doi.org/10.1016/j.apmr.2016.07.003>.
- Vigneron, F., & Johnson, L. W. (2015). A Review and a Conceptual Framework of Prestige-Seeking Consumer Behavior. *Academy of Marketing Science Review*, 1(1), 1–15.
- Wang, F., Zhang, H., & Ming Ouyang. (2005). Purchasing Pirated Software: An Initial Examination of Chinese Consumers. *Journal of Consumer Marketing*, 22(6), 340–351. <https://doi.org/10.1108/07363760510623939>.
- Wong, N., & Ahuvia, A. C. (1998). Personal Taste and Family Face: Luxury Consumption in Confucian and Western Societies. *Psychology and Marketing*, 15(5), 423–441. [https://doi.org/10.1002/\(SICI\)1520-6793\(199808\)15](https://doi.org/10.1002/(SICI)1520-6793(199808)15).
- Wu, Q., & Zhao, S. (2021). Determinants of Consumers' Willingness to Buy Counterfeit Luxury Products: An Empirical Test of Linear and Inverted U-Shaped Relationship. *Sustainability*, 13(2), 1194. <https://doi.org/10.3390/su13031194>.
- Xu, J. (2021). The Relationship between Consumers' Public Self- Consciousness



and their Purchase Intention of the New Luxury Goods. *Proceedings of Business and Economic Studies*, 4(3), 41–45.

- Yusuf, M.Y., Jalilah, J., & Kesuma, T. (2022). Shariah Marketing Strategy of Micro, Small, and Medium Enterprises Products in Aceh: A Case of Minyeuk Pret. *Jurnal Ilmiah Peuradeun*, 10(2), 433-448. <https://doi.org/10.26811/peuradeun.v10i2.653>
- Yoo, B., & Lee, S. (2009). Buy Genuine Luxury Fashion Products or Counterfeits? *Advances in Consumer Research*, 36(1), 280–286.
- Zhang, X., & Wang, W. (2019). Face Consciousness and Conspicuous Luxury Consumption in China. *Journal of Contemporary Marketing Science*, 2(1), 63–82. <https://doi.org/10.1108/JCMARS-01-2019-0002>.



