



Counterfeit? I don't Mind: The Perspective of Fashion Consciousness, Subjective Norm and Hedonic Shopping Motivation



Ni Made Dhian Rani Yulianti^a
A. A. Gd. Deni Windu Saputra^b

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Abstract

The purpose of this study was to determine how the influence of Fashion Consciousness, Subjective Norm, and Hedonic Shopping Motivation on Purchase Intention of counterfeit fashion products. This study used a quantitative approach that targets youth consumers in Denpasar City. Data was collected through an online questionnaire using a google form involving 100 respondents. The data were analyzed using SPSS software version 26.0. This research provides evidence that purchase intention is influenced by fashion consciousness and hedonic shopping motivation, while the subjective norm has no significant effect on the purchase intention of counterfeit fashion products. This research has implications for fashion product entrepreneurs, both original and counterfeit products, regarding the internal factors of consumers that influence purchase intentions on fashion products, especially counterfeit fashion products.

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Corresponding author:

Ni Made Dhian Rani Yulianti,
Universitas Pendidikan Nasional, Denpasar, Indonesia.
Email address: dhianrani@undiknas.ac.id

^a Universitas Pendidikan Nasional, Denpasar, Indonesia

^b Universitas Pendidikan Nasional, Denpasar, Indonesia

1 Introduction

Indonesia has now entered an era of lifestyle transformation where the development of the fashion industry is growing very rapidly, especially in the Luxury Brands category. Luxury brands are not only for the symbolic meaning of prestige but also stand for the functional value, quality, premium price, and class attached to them (Han et al., 2010). The latest fashion trends are heavily influenced by western culture, especially the city of Paris, which is one of the world's fashion centers which until now has become the most popular fashion reference. The influence caused by the western culture travels way more to the east to Indonesia, especially in Denpasar City in Bali Province. Moreover, according to Indonesia Creative Regency/City Independent Assessment Task Force (PMK3I) in Kominfo (2019) Denpasar has advantages in the fashion sector. This has led to increased public interest and consumption where fashion product innovation has not only become a lifestyle but has become a necessity not only in the western area but all over the world (Evanschitzky et al., 2014; Korry et al., 2017).

Today, anyone can own a bag, clothes, or a pair of shoes, yet specific brands are a distinguishing feature for certain classes of consumers. As time goes by, fashion is not just a representative picture of the old values interpreted by society but is depicted for appreciation that makes us motivated which is quite evocative and refreshing. Individual appearance is used as a ticket to transmit nonverbal communication signals that indicate social status, values, and lifestyle (Venkatasamy, 2015). This causes the phenomenon of mass consumption of luxury brands to become an aspiring people to consume luxury brands to become part of the elite class which is called the "democratization of luxury" (Kapferer & Bastien, 2012), 'mass affluence' (Nunes et al., 2004), and 'bandwagon luxury consumption' which indicate that consumers buy certain luxury categories because of popularity (Kastanakis & Balabanis, 2012).

In conjunction with the increasing consumption of luxury products, there is an issue that came up significantly, namely counterfeit product issue. Counterfeit products are unauthorized products that use other registered products trademarks (Chaudhry & Zimmerman, 2009). Counterfeit products are usually sold at a lower price and of inferior quality when compared to the original. In addition, a counterfeiting product on a brand can damage the brand's image, patents, trademarks, and copyrights of the product (OECD Project on Counterfeiting and Piracy, 2009). According to the U. S. Customs and Border Protection Office of International Trade (Intellectual Property Rights | U.S. Customs and Border Protection, 2007) stated that 70 percent of the counterfeited product are fashion counterfeits, such as handbags, watches, jewelry, shoes, clothes, hats, sunglasses, and perfume. Counterfeiting causes negative influences on government tax revenues, market order and fair competition, and economic development.

In Indonesia, counterfeit products are known as (KW). Indonesia is also one of the countries that trade in counterfeit products and counterfeiting of a product's brand. Based on statistical data from the Directorate of Intellectual Property, since 2015 cases of product counterfeiting have continued to increase (Choi & Johnson, 2019; Ifeanyi-chukwu, 2016). The increase that occurred in the 2015-2020 period was quite sharp, it was recorded that there was an increase in Indonesia's economic losses due to counterfeit products from 2015 to 2020 (Kemenperin, 2014). As stated on the official website of the Harian Nasional Kompas (www.kompas.com), based on recent research conducted in 2017 by the Indonesian Anti-Counterfeiting Society (MIAP) and the Faculty of Economics, University of Indonesia stated that the level of counterfeiting of products, including software, in Indonesia is still at an alarming level. Based on the results of the research, MIAP and FE UI placed the highest number of counterfeits in Indonesia, namely in printer ink products (49.4 percent), clothing (38.9 percent), leather products (37.2 percent), and software (33.5 percent).

According to Ordun (2015), stated that youth consumers are more aware of purchasing power and tend to spend money as fast as collecting it. Youth consumers do not have money but have a desire to buy prestige fashion products. Moreover, youth consumers tend to have a desire to communicate maturity and adulthood through their consumption to their peers (Piacentini & Mailer, 2004). The phenomenon of the increasing business of counterfeiting products is indeed related to consumer behavior which is closely related to the decision-making process to obtain and use products and services to match their needs (Armstrong, 2009). According to Nia & Zaichkowsky (2000), stated that consumers are increasingly positive about counterfeit products because they feel that counterfeit products will not harm the original and that counterfeit products will always be inferior to the original product.

In making decisions that ultimately buy counterfeit products, of course, it is based on several strong considerations or factors. This is related to consumer behavior which is closely related to consumer purchase intention of counterfeit products. The factor of fashion consciousness has been identified as an important dimension of a person's lifestyle that influences purchasing decisions and consumption behavior (Sprole & Kendall, 1986). There are many reasons people buy counterfeit products, especially for people who are very fashion savvy where they care about what other people think of themselves to look more attractive. According to Casidy (2012), states that people who are highly fashion

conscious may pay more attention to the image portrayed by a prestige brand and therefore may be more sensitive to prestige than those who are less fashion-conscious.

Furthermore, there are other factors that consumers consider in their purchase intention of counterfeit products. There is Lewin's concept cited in [Budiman & Wijaya \(2014\)](#), in formulating the behavioral function is a combination of internal factors in the form of individual attitudes and external factors in the form of the role of subjective norms. Subjective norms contain two main aspects, namely, the reference norm is the view of the other side that is considered important by the individual who encourages the individual to display or not a certain behavior, and the motivational aspect of the individual's willingness to do or not do the opinions of others who are considered important that the individual must behave or not to behave ([Budiman & Wijaya, 2014](#)).

In making a purchase, shopping behavior will be created that is motivated from within the consumer which arises due to the main needs of consumers which are increasingly complex. Motivation plays an important role in building consumer purchase intentions against counterfeit products ([Hendriana et al., 2013](#)). Often consumers experience buying an item when it is driven by hedonistic desires (hedonic shopping motivation) or other reasons other than economic reasons, such as pleasure, social or emotional influence ([Tirtayasa et al., 2020](#)). However, according to ([Sharma & Chan, 2011](#)), stated that there is no evidence that hedonic motivation is related to consumers' purchase intentions for counterfeit products. Using the utility theory, it is argued that consumers who buy counterfeit products for pleasure and not because of counterfeit products are cheaper alternatives to the original product.

As explained above, it can conclude that the importance of presenting oneself to the fullest by using well-known branded products has become a goal in appearance for a few people. In this research, the author wants to reveal the role of Fashion Consciousness, Subjective Norm, and Hedonic Shopping Motivation on the Purchase Intention to buy counterfeit products among youth consumers. This research also seeks to understand the behavioral intentions of consumers who consciously actively seek and ultimately buy counterfeit products.

The influence of fashion consciousness toward purchase intention of counterfeit product

Fashion consciousness can be defined as one of the important dimensions of a person's lifestyle that influences purchasing decisions and consumption behavior ([Zhou et al., 2010](#)). A person who is deeply involved with all things fashion can be defined as a fashion-conscious consumer ([O'Cass et al., 2013](#)). People who are highly fashion conscious are more concerned with the image that the brand prestige visualizes and may be more sensitive to prestige than those who are less fashion-conscious. According to [Kautish & Sharma \(2018\)](#), fashion consciousness has a major influence on a person's behavior intentions. According to [Nam et al. \(2007\)](#), stated that fashion consciousness denotes the degree of interest in clothing style. Fashion-conscious individuals are more willing to take part in consumption practices. However, consumers with various levels of fashion consciousness differ in their buying intentions and behaviors.

The influence of subjective norm toward purchase intention of counterfeit product

Individual behavior is influenced by both external and internal factors. These external and internal factor defines one's behavior directly and indirectly. The environmental aspect in the form of the subjective norm is one of the external factors that represent people's behavior ([Budiman & Wijaya, 2014](#)). Subjective norms are beliefs about one's expectations and how motivated to meet their expectations. Subjective Norms are also norms that exert social influence on a person to behave. People will have an interest in something or someone else ([Halim & Karami, 2020](#)). The normative belief was also associated with the condition that an individual or reference group was considered as important along with their opinion with behavioral implementation ([Budiman & Wijaya, 2014](#); [Ajzen, 1991](#)). Subjective Norm by [Fishbein & Ajzen \(1977\)](#), can be defined as an individual's perception because most people who are important to him think he should do the behavior in question or not do the behavior in question and also indicate that subjective norms play a role in motivating intentions to adhere to a representation of a phenomenon, whether individuals comply with the views of others that affect their lives or not. It is stated that what is a reference for individuals to display or not display certain behaviors and motivations of individual willingness to do or not, as well as opinions or ideas that individuals should or should not behave can be seen based on the views of other people who are considered important.

The influence of hedonic shopping motivation toward purchase intention of counterfeit product

Hedonic shopping motivation is defined as individuals who have various wants and desires that may be met by buying, such as the need for social contact when shopping, the need for new products, and the need for pleasure (Andani & Wahyono, 2018). The pleasure of shopping is based on the consumer's shopping motivation (Sebayang et al., 2019). According to Arnold & Reynolds (2003), cited in Utami (2017), consumers' motivation to shop can be separated into these two as (1) Utilitarian Shopping Motivation is when someone will shop if the person feels the benefit of the product he wants. Thus the utilitarian shopping motivation is consumer motivation to shop based on the benefits of the product purchased. (2) Hedonic Shopping Motivation is when someone will shop because the person feels pleasure and feel that shopping is something interesting. Thus, the basis for motivation is subjective or emotional thinking because it includes sensual pleasures, dreams, and aesthetic considerations. Hedonic shopping motivation is the motivation of consumers to shop not based on the benefits of the products purchased but because shopping is a pleasure in itself. According to Cinjarevic et al. (2011), stated that on the other hand, hedonism is related to experiences that arise as a result of shopping pleasures and games, not to the achievement of a predetermined end goal. The adventure and feelings of being in a different world, the activities of pleasure, socializing and bonding with others while shopping and even role shopping for getting an enjoyment while shopping for others are a few things included in the hedonic shopping motivations (Cinjarevic et al., 2011).

2 Materials and Methods

A quantitative approach is used in this study and targets youth consumers in the city of Denpasar. The sample size was determined by using the Slovin formula with an error rate of 10% and the sample was taken by applying a non-probability sampling technique, namely accidental sampling. The research model is described as follows.

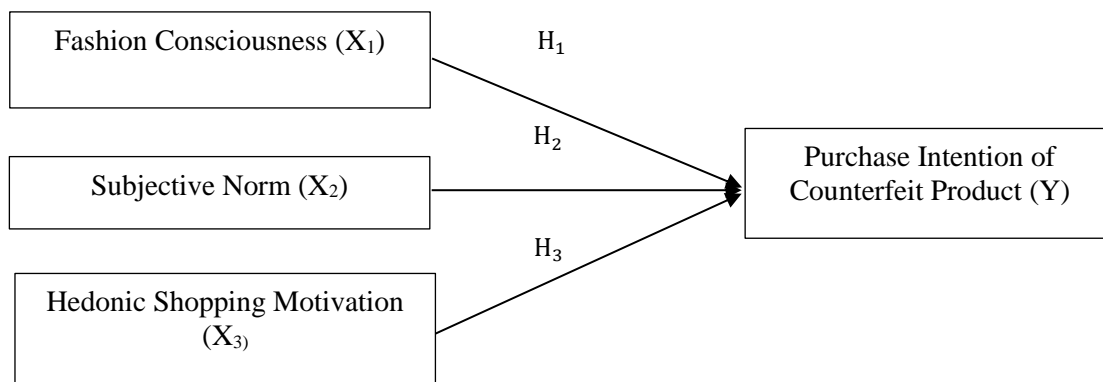


Figure 1. Research model

To answer the research hypothesis, the data collection method applied was a questionnaire. The scoring in the questionnaire applies a five-point Likert scale measurement, namely from 1 (strongly disagree) to 5 (strongly agree) (Saunders et al., 2007). Questionnaire links are distributed online by using google forms to reach a wider range of respondents. The distribution of questionnaires was carried out during October 2021. A total of 100 questionnaires had been collected and were valid to be used for the analysis stage. The items for the statement of the questionnaire are compiled with indicators adopted and modified from several previous studies, as listed in the following table:

Table 1
Research questionnaire items

No	Questions	Source
1	I would purchase counterfeit fashion products.	Dodds et al.
2	I would consider buying counterfeit fashion products because it's cheaper than the original.	(1991) cited in Singh et al.,

3	The probability that I should consider buying counterfeit fashion products is high.	2021; Rehman et al., 2019;
4	It is likely that I will purchase counterfeit fashion products in the near future.	Peña-García et al. (2020)
5	If the opportunity arises, I intend to purchase counterfeit fashion products.	
6	I will strongly recommend others to purchase counterfeit fashion products.	
7	I usually have one or more counterfeit outfits that are of the latest style.	
8	When I must choose between two, I dress counterfeit product for fashion, not for comfort.	
9	An important part of my life and activities is dressing counterfeit fashion product smartly.	(Gould & Stern, 1989)
10	I should try to dress counterfeit fashion product in style.	
11	It is important to me that my counterfeit fashion product are of the latest style.	
12	People who are important to me think I should buy counterfeit fashion product because it's cheaper than the original.	
13	Many people around me have counterfeit fashion product.	Jansson & Dorrepaal (2015)
14	I feel social pressure to buy counterfeit product.	
15	The people who I listen to could influence me to buy counterfeit fashion product.	
16	Shopping counterfeit fashion product makes me feel like I am in my own universe (<i>Adventure Shopping</i>).	
17	To me, shopping counterfeit fashion product is a way to relieve stress (<i>Gratification Shopping</i>).	
18	I like shopping counterfeit fashion product because I enjoy it and I feel good when others don't mind it (<i>Role Shopping</i>).	(Arnold & Reynolds, 2003)
19	For the most part, I go shopping counterfeit fashion product because it's cheaper than the original (<i>Value Shopping</i>).	
20	I enjoy socializing with others when I shop counterfeit fashion product (Social Shopping).	
21	I go shopping counterfeit fashion product to keep up with the new fashions (<i>Idea Shopping</i>).	

The data that has been collected is then tabulated and processed using SPSS software to test Multiple Linear Regression Analysis.

3 Results and Discussions

Respondent demographics

The respondents of this study consisted of 100 youth consumers who participated in filling out the research questionnaire. The detailed profiles of 100 participating respondents are listed in the following table:

Table 2
Respondent demographics

Respondent Demographics	Total	Percentage
Gender	Male	43
	Female	57
Age	15 – 24 Years	100
	Junior High School	48
Academic Background	Senior High School	35
	Bachelor	15
	Master	4

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Profession	Architect	1	1%
	Teacher	2	2%
	Employee	8	8%
	College Student	27	27%
	Civil Servant	1	1%
	Student	48	48%
	Entrepreneur	13	13%

According to Table 2, the reason why there were more female respondents than men is that usually women purchase fashion products more frequently than men, and women's fashion products are more diverse. In addition, the majority of the respondents have a junior high school education background, which means that the respondents are now in senior high school and most senior high school students are fashion-conscious. Related to the previous one where most of the respondents are students because their consciousness in fashion is high (Arnold & Reynolds, 2003; Horváth & Adigüzel, 2018).

Research instrument validity test

The validity test can be concluded that each research instrument of the variables has a significance value $< \alpha$ value of 0.05 then all research instruments from each variable are valid. The minimum limit is considered to meet the validity requirements if $r = 0.30$. So to fulfill the validity requirements, the statement items in the study must have a correlation coefficient of more than 0.30. The following are the results of the validity test as shown in table 3 below:

Table 3
Validity test results

No	Variable	Question Items	Correlation coefficient	Description
1	Fashion consciousness (X1)	X1.1	0,809	Valid
		X1.2	0,815	Valid
		X1.3	0,848	Valid
		X1.4	0,803	Valid
		X1.5	0,872	Valid
2	Subjective norm (X2)	X2.1	0,888	Valid
		X2.2	0,703	Valid
		X2.3	0,853	Valid
		X2.4	0,888	Valid
3	Hedonic shopping motivation (X3)	X3.1	0,842	Valid
		X3.2	0,878	Valid
		X3.3	0,837	Valid
		X3.4	0,808	Valid
		X3.5	0,890	Valid
		X3.6	0,882	Valid
4	Purchase intention (Y)	Y.1	0,817	Valid
		Y.2	0,828	Valid
		Y.3	0,704	Valid
		Y.4	0,893	Valid
		Y.5	0,885	Valid
		Y.6	0,854	Valid

Research instrument reliability test

Reliability tests can be performed using SPSS program assistance, which will provide facilities for measuring reliability with Cronbach Alpha (α) statistical tests. A variable is said to be reliable if the value of Cronbach Alpha > 0.60 . If the value of Cronbach Alpha ≤ 0.60 , so the variable is said to be not reliable. In Table 4.7, the results of the

reliability analysis of the variables of fashion consciousness, subjective norm, hedonic shopping motivation, and purchase intention of the counterfeit products are described as follows:

Table 4
Reliability test results

No	Variable	Cronbach's Alpha	Description
1	Fashion consciousness (X1)	0,886	Reliable
2	Subjective norm (X2)	0,856	Reliable
3	Hedonic shopping motivation (X3)	0,927	Reliable
4	Purchase intention (Y)	0,911	Reliable

Descriptive statistics test results

Descriptive Analysis considers the historical data, key performance indicators and describes the performance based on a chosen benchmark. The technique used in descriptive statistics in this research is the percentage, average, and standard deviation. Table 5 describes the results of descriptive statistical tests:

Table 5
Descriptive statistics test results

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Fashion Consciousness	100	5	25	16.93	4.446
Subjective Norm	100	5	20	14.37	3.481
Hedonic Shopping Motivation	100	8	30	20.78	5.597
Purchase Intention	100	6	30	20.26	5.068
Valid N (listwise)	100				

Normality test

Normality testing in this research used the one sample Kolmogorov – Smirnov (K-S) test using the SPSS program. Normality testing is done by looking at the value of sig. (2-tailed). The criteria used in the normality test are as follows:

- 1) If the data has a significance level greater than 0.05 then the data is normally distributed.
- 2) If the data has a significance level less than 0.05 then the data is not normally distributed.

Following are the results of the normality test using the Kolmogorov Smirnov (K-S) in Table 6 below:

Table 6
Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.09683543
Most Extreme Differences	Absolute	.063
	Positive	.063
	Negative	-.062
Test Statistic		.063
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		

-
- b. Calculated from data.
 - c. Lilliefors Significance Correction.
 - d. This is a lower bound of the true significance.
-

Multicollinearity test

The multicollinearity test in this research uses the SPSS program by analyzing the correlation matrix between the independent variables and calculating the Tolerance and VIF (Variance Inflation Factor) values. The tolerance value and the Variance Inflation Factor (VIF) value are shown in Table 7 below:

Table 7
Multicollinearity test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.268	1.418		2.304	.023		
Fashion consciousness	.418	.112	.366	3.722	.000	.402	2.489
Subjective norm	.252	.136	.173	1.851	.067	.444	2.253
Hedonic shopping motivation	.303	.093	.335	3.268	.002	.371	2.698

a. Dependent Variable: Purchase Intention

Heteroscedasticity test

The analysis in this study uses the glejser test, this test proposes to regress the absolute value of the residual on the independent variable. If the independent variable is above the significant value of 5%, the regression model does not contain heteroscedasticity. Following are the results of the heteroscedasticity test in Table 8 below:

Table 8
Heteroscedasticity test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.982	.922		4.320	.000
Fashion consciousness	-.129	.073	-.278	-1.773	.079
Subjective norm	-.022	.089	-.037	-.247	.805
Hedonic shopping motivation	.039	.060	.106	.649	.518

a. Dependent Variable: Absolute Residual

The test through the scatterplot graph is shown in Figure 2 below:

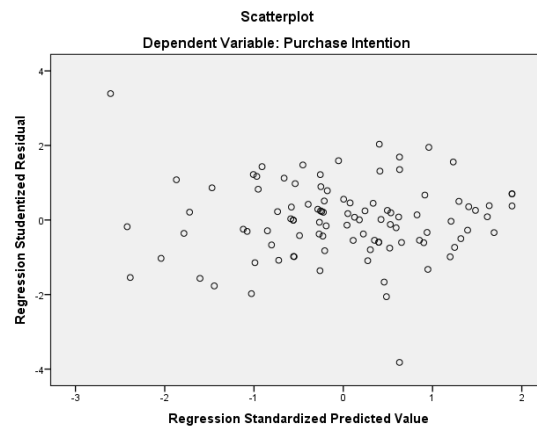


Figure 2. The test through the scatterplot graph

Multiple linear regression analysis results

The analysis used in this research is multiple regression analysis using the SPSS program. The following is a summary of the results of multiple linear regression in table 9 below:

Table 9
Multiple linear regression analysis results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.268	1.418		2.304	.023
Fashion consciousness	.418	.112	.366	3.722	.000
Subjective norm	.252	.136	.173	1.851	.067
Hedonic shopping motivation	.303	.093	.335	3.268	.002

a. Dependent Variable: Purchase intention

The goodness of fit test result

The goodness of fit model can be measured from the F statistic value which shows whether all the independent variables included in the model have joint effect on the dependent variable. F test is for goodness of fit test to test the research model that is considered worthy of testing and hypothesis testing can be continued using the SPSS program presented in the ANOVA table. The criteria used in the F test are:

- 1) If $F_{count} > F_{table}$ or $sig. < 0.05$ then H_0 is rejected.
- 2) If $F_{count} < F_{table}$ or $sig. > 0.05$ then H_0 is accepted.

Based on the results of the study, the results of the goodness of fit test are shown in table 10 below:

Table 10
The goodness of fit test result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1593.791	3	531.264	53.717	.000 ^b
	Residual	949.449	96	9.890		
	Total	2543.240	99			

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-
- a. Dependent Variable: Purchase intention
 b. Predictors: (Constant), Hedonic shopping motivation, Subjective norm, Fashion consciousness
-

Hypothesis test

In this research, the variable fashion consciousness, subjective norm variable, and hedonic shopping motivation variable will be partially tested on the purchase intention variable of counterfeit products using the SPSS program presented in the coefficient table. The criteria used in the t-test or partial test are:

- 1) If $t_{count} > t_{table}$ or $sig. < 0.05$ then H_0 is rejected.
- 2) If $t_{count} < t_{table}$ or $sig. > 0.05$ then H_0 is accepted.

Based on the results of the study, the results of the Partial t-Test are shown in table 11 below:

Table 11
Hypothesis test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.268	1.418		2.304	.023
	Fashion consciousness	.418	.112	.366	3.722	.000
	Subjective norm	.252	.136	.173	1.851	.067
	Hedonic shopping motivation	.303	.093	.335	3.268	.002

a. Dependent Variable: Purchase intention

Determination analysis results (R2)

In this research, the coefficient of determination (R2) was used to measure the proportion of the independent variables, namely fashion consciousness, subjective norm, and hedonic shopping motivation on the dependent variable, namely the purchase intention of counterfeit products. The results of the coefficient of determination are shown in table 12 below:

Table 12
Determination analysis results (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792 ^a	.627	.615	3.145

a. Predictors: (Constant), Hedonic shopping motivation, Subjective norm, Fashion consciousness
 b. Dependent Variable: Purchase intention

The influence of fashion consciousness (X1) on purchase intention on the counterfeit product (Y)

Testing the significance of fashion consciousness (X1) on purchase intention (Y), which is partially done by performing a t-test, namely by comparing the significance of t with α (0.05). Based on the test results, the regression coefficient value is 0.418 and the significance value is $0.000 < \alpha$ (0.05), meaning the rejection of H_0 so that H_1 can be accepted, so that fashion consciousness has a significant positive effect on the purchase intention of counterfeit product. This shows that the higher the fashion consciousness, the higher the purchase intention on the counterfeit product and vice versa. This is mentioned by research from [Vuong & Tan Nguyen \(2018\)](#), which stated that Fashion Consciousness has the most significant influence on the purchase intention of counterfeit products. This relates to youth consumers who are considered potential consumers of the fast fashion industry. This finding proves that they are big fans of new styles and the latest trends. Youth consumers pay more for new and fashionable clothes to look fashionable. It is strengthened by [Anić & Mihić \(2015\)](#), who stated that youth consumers tend to be more fashion-conscious and age appears to be the most important driver of fashion consciousness.

The influence of subjective norm (X2) on purchase intention on the counterfeit product (Y)

Testing the significance of subjective norm (X2) on purchase intention (Y), which is partially done by performing a t-test, namely by comparing the significance of t with α (0.05). Based on the test results, the regression coefficient value is 0.252 and the significance value is $0.067 > \alpha$ (0.05), meaning the rejection of H2 so that H0 is accepted. This shows that the level of subjective norms has no significant effect on youth purchase intentions for counterfeit products. So, it can be stated that subjective norms are not a factor influencing youth intentions to purchase a counterfeit product, it is known beforehand that subjective norms are closely related to youth social factors, so it can be assumed that youth do not consider other people's views about counterfeit product. The findings of this study are in line with research by Povey et al. (2001), which stated that subjective norms are found to be the weakest factor for predicting consumer purchase intentions. Additionally, one of the reasons is that social pressure is not as important as fashion consciousness and hedonic shopping motivation which influences consumers' intention to purchase counterfeit products.

The influence of hedonic shopping motivation (X3) on purchase intention on the counterfeit product (Y)

Testing the significance of hedonic shopping motivation (X3) on purchase intention (Y), which is partially done by performing a t-test, namely by comparing the significance of t with α (0.05). Based on the test results, the regression coefficient is 0.303 and the significance is $0.002 < \alpha$ (0.05), meaning the rejection of H0 so that H3 can be accepted so that hedonic shopping motivation has a significant positive effect on purchase intention. This shows that the higher the hedonic shopping motivation, the higher the purchase intention for the counterfeit product and vice versa. This is mentioned in research by Novela et al. (2020), who stated that hedonic shopping motivation has a significant positive effect on the purchase intention of counterfeit products. In addition, other researchers by Singh (2014), revealed that hedonic and utilitarian motivations substantially influence the purchase intention of counterfeit products. Factor analysis shows that the hedonic aspect is responsible for more variation than utilitarian motivation. Although utilitarian and hedonic shopping motivations drive purchase intention but among these hedonic motivations have emerged as strong predictors. This is important for marketers because hedonic consumers can be targeted with offers that provide pleasure, enjoyment, and a mood lightening the consumption experience (Lertwannawit & Mandhachitara, 2012; Wilcock & Boys, 2014).

4 Conclusion

- 1) The influence of fashion consciousness on the purchase intention of counterfeit products is statistically proven to have a positive and significant effect where the higher the fashion consciousness, the higher the purchase intention on the counterfeit product and vice versa.
- 2) The influence of subjective norm on the intention to purchase the counterfeit product is statistically proven to have no significant effect where it was previously known that subjective norms are closely related to the social factors of youth, so it can be assumed that youth consumers do not consider the views of people around them about counterfeit products. Thus, it can be said that the level of subjective norms has no significant effect on youth purchase intentions for counterfeit products.
- 3) The influence of hedonic shopping motivation on the intention to purchase the counterfeit product is statistically proven to have a positive and significant effect where the higher the hedonic shopping motivation, the higher the purchase intention for counterfeit products and vice versa.

Recommendation

- a) Further researchers should be able to examine more deeply other factors not examined in this research that can influence the purchase intention of counterfeit products other than fashion consciousness, subjective norms, and hedonic shopping motivation for examples such as self-image, lifestyle, and social media influence. So, that later it can be known more factors that can influence purchase intentions, especially for counterfeit products.
- b) Further research can expand the population and research sample to provide broader insights into the purchase intention of counterfeit products. The further researcher can target the population by using all regions of

Indonesia to find out how the intention to purchase counterfeit products, because maybe with different cultures in each region of Indonesia can give different results, especially for subjective norms that are related to culture and additionally perhaps by studying other age ranges.

Conflict of interest statement

The authors declared that's they have no competing interests.

Statement of authorship

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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