

THE INFLUENCE OF BRAND IMAGE, SOCIAL INFLUENCE, STATUS CONSUMPTION, PRICE QUALITY INFERENCE, AND ATTITUDE TOWARDS THE PURCHASE INTENTION OF COUNTERFEIT ELECTRONIC PRODUCTS VIA TIKTOK SHOP IN SEMARANG (A STUDY ON THE PREVALENCE OF COUNTERFEIT PRODUCTS)

Gofita Athallarizq Daffa Luqman Rafi, Cahyaningratri¹

gofitaathallarizq@students.undip.ac.id

Departemen Manajemen Fakultas Ekonomika dan Bisnis Universitas Diponegoro
Jl. Prof. Soedarto SH Tembalang, Semarang 50239, Phone: +622476486851

ABSTRACT

The development of technology has made it possible for counterfeiters to make high-quality goods, sell them online to customers throughout the world, and imitate the branding of real products remarkably well. One platform that has emerged as one of the most popular channels for counterfeiters to conduct their operation is TikTok. The platform has allowed the activity where online counterfeit sellers can engage with online buyers.

To aid the investigation of how brand image, social influence, status consumption, and price quality inference affects the attitudes of Gen Z in Semarang towards counterfeit electronic products, as well as the moderating effect of customer attitude towards counterfeit electronic products towards purchase intention of counterfeit electronic products, the Theory of Planned Behavior was used. The data that were obtained from 178 respondents in Semarang City was analyzed using Partial Least Structures Structural Equation Modeling (PLS-SEM).

From the findings in this study, brand image, social influence, and status consumption have a positive relationship towards customer attitude towards counterfeit electronic products as well as a significant one. Price quality inference, however, was found to only have a positive relationship without significance. On top of that, customer attitude towards counterfeit electronic products also has a positive and significant relationship towards purchase intention of counterfeit electronic products. With this in mind, all the hypotheses except one were accepted. Under those circumstances, the managerial implications that this study provide would discuss the idea of creating marketing campaigns to emphasize the difference between genuine and counterfeit products which will be aimed to spread slowly to the whole customer base. Additionally, cheaper genuine products may also be proposed to help combat counterfeit products within the aspect of status consumption. Consequently, customer attention would shift in the direction of being favorable of genuine products.

Keywords: *Counterfeit electronic products, Theory of Planned Behavior (TPB), Brand Image, Social Influence, Status Consumption, Price Quality Inference, Attitude towards Counterfeits, Purchase Intention towards Counterfeits, Generation Z*

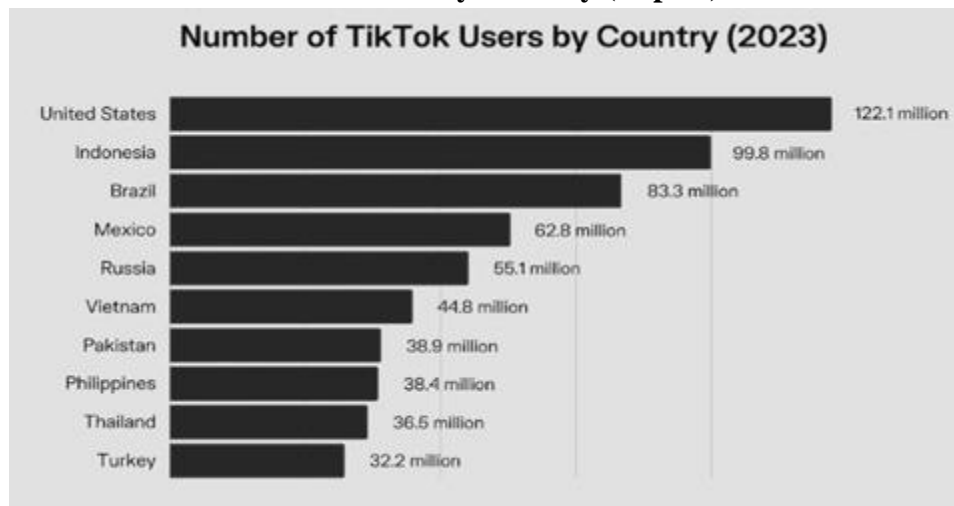
¹ Corresponding author

INTRODUCTION

Technological advancements have made it possible for counterfeiters to manufacture goods of higher quality, sell those goods on a global scale through online retailers, and replicate the branding elements of genuine products with an exceptional degree of similarity. Fascinatingly, since consumers with high incomes who can afford the genuine counterparts were exposed to the purchase of counterfeit goods, the low price of the created counterfeits has ceased to be the primary factor in decision-making for the purchase of those goods (Garas & Mohamed, 2022).

TikTok, one of the most well-known social media sites in recent years, has also been revealed to be a marketplace for counterfeiters to peddle their dubious goods. As of 2023, TikTok had more than 1.53 billion users, which indicates a sharp increase in popularity in recent years (Ruby, 2023). To add to that, in 2022 around 158 million Indonesians made online purchases totaling about \$14 billion in electronic items, which ranked first on the list (We Are Social, 2022). With that number in mind and the notion that TikTok has evolved into a marketplace for vendors looking to make money by peddling fake goods, there is a worry that many customers may unknowingly buy these electronic products online from shady vendors.

Figure 1
TikTok User by Country (Top 10)



Source: (Oberlo, 2023)

It was claimed that the high profit margin of selling counterfeit goods, the low cost of production and purchasing from wholesalers, and lastly the ability of the counterfeit goods to closely resemble the real thing are the reasons for the prevalence of counterfeit goods on TikTok (Wang, 2020).

According to a study (Nursadah et al., 2022) that investigated gen z's interest in TikTok Shop, it has already established itself as a viable alternative for their online buying. Nearly 90% of respondents said the platform is simple to use, 86% agreed with the capabilities it offers for conducting transactions, and 93% thought there are only minor dangers associated with utilizing the site. It was also discovered that TikTok has replaced other online shopping options as the primary consideration for consumers due to the platform's focus on physical visualization through images and videos.

The research is based on the gaps that have been examined in past studies that discussed about the influence of the independent variables towards the intervening variable and the

dependent variable in this study (Abdullah & Yu, 2019; Teng et al. 2007; Varshneya et al., 2017; Mayasari et al., 2022; Phau et al., 2008; Triandewi & Tjiptono, 2013; Matos et al., 2007).

THEORETICAL FRAMEWORK AND HYPOTHESIS FORMULATION

The Relationship between Brand Image and Attitude

The importance of brand image is that it helps the consumer with their decision making on purchasing a brand, whether it suits them or not. If the brand image is successfully channeled through the products, it will help the brand to build stable ground for its position, thus exempting them from their competition and helps grow their market performance. All of the mentioned attributes will be the key factors in building a long-term brand equity (Bian & Moutinho, 2011). It was further explained that consumers may not be able to distinguish between counterfeits and genuine products due to their lack of motivation, effort, and their capability in doing so.

H1: Brand Image positively affects attitude towards counterfeit products

The Relationship between Social Influence and Attitude

Social influence is the impact that one individual brings to another individual's buying behavior. Social class influences a person's buying behavior more significantly than their income hence it is said that consumers have a motive to impress others when they make purchases. Consumers are more aware of their self-image, and they tend to go the extra mile to be what society expects of them. They want to create a good impression on others (Bhatia, 2018).

H2: Social Influence positively affects attitude towards counterfeit products

The Relationship between Status Consumption and Attitude

Someone who has a lower status has the intention to purchase counterfeit products to present them to others in a higher position (Abdullah & Yu, 2019). Consumption enabled consumers to unify their selves and objects which consequently made the objects to portray the image of the consumers (Iyer et al., 2022) It was also argued if status consumption is the motivation that people had to display their status through the purchase of products. Status consumers want to have brands that show their symbol that are supposed to reflect the consumers self-identity which has an effect on their attitudes towards counterfeit products (Mayasari et al., 2022).

H3: Status Consumption positively affects attitude towards counterfeit products

The Relationship between Price Quality Inference and Attitude

Low-income customers purchase counterfeit products that resemble their genuine counterparts when they see the opportunity to save money. Nevertheless, it was also found out that higher income customers also have a genuine perspective towards the purchase of counterfeit products, if the products are sold at a lower price, when they believe that the products are comparable in quality and status to their genuine counterpart. In those specific cases, customers will enjoy their counterfeit products since they have higher-quality products at lower prices (Ndofirepi et al., 2019).

H4: Price Quality Inference positively affects attitude towards counterfeit products

The Relationship between Attitude and Purchase Intention

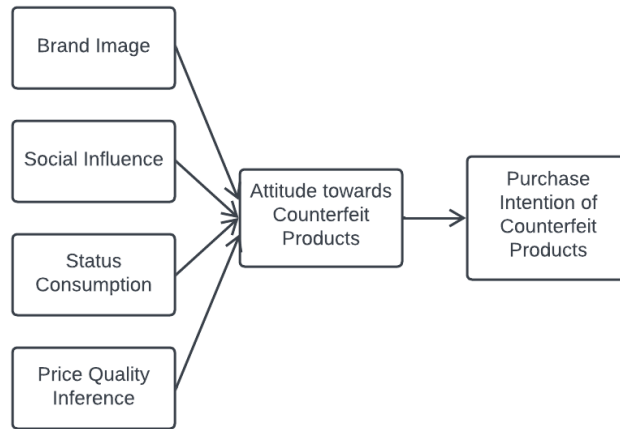
Attitude is a sensible factor when predicting a person's behavior, suggesting that a person's attitude to an idea will have significance to their intention towards it. It also can be utilized as a pivotal factor on consumer intention in purchasing counterfeit products. Since counterfeit products can give consumers the satisfaction that branded products offer, attitude towards counterfeit products pose as a key factor in predicting a consumer's intention on purchasing counterfeit products. Furthermore, it was stated that past studies have shown a positive bond between attitudes and the intention to purchase counterfeit products (Abdullah & Yu, 2019).

H5: Attitude towards counterfeit product positively affects purchase intention

Theoretical Framework

Based on past research and the relationship between variables, a theoretical framework can be made:

Figure 2
Theoretical Framework



RESEARCH METHODOLOGY

This study contains independent, intervening, and dependent variables. The independent variables of this study are brand image, social influence, status consumption, and price quality inference. The intervening variable of this study is attitude. While the dependent variable of this study is purchase intention.

Operational Definitions of Variables and Indicators

Table 1
Operational Definition of Variables and Indicators

Variable	Definitions	Indicators	Statements
Brand Image	Consumers' general perception and feeling about a brand and has an influence on consumer behavior	1. Being Concerned about the impression they make 2. The importance of the physical appearance of the products used 3. Confidence of having products from well-known brands 4. Concern about the prestige that certain products bring 5. Level of attractiveness of products from certain brands	1. I am concerned about the impression I make on others 2. Physical appearance of products I use are important to me 3. I feel confident when using products from well-known brands 4. Products from certain brands can bring me more prestige 5. Products from certain brands can make me attract other people's attention

<p>Social Influence</p>	<p>The combination of the social identity of a particular group member to share a belief about a viewpoint to have a certain way of thinking, and to do tangible work that is considered appropriate and objective</p>	<ol style="list-style-type: none"> 1. Concern of personal impression when buying products 2. Influence from close ones to buy well-known products 3. Influence from the majority of consumers to buy well-known products 4. Influence from consumers' assessment to buy well-known products 5. Attention to other consumers about the products they are interested in 	<ol style="list-style-type: none"> 1. Personal impression is an important consideration when I buy a well-known product 2. The consideration of purchasing a well-known product is because of the influence from people whom I feel close with 3. The consideration of purchasing a well-known product is because the product is what the majority of consumers buy 4. The consideration of purchasing a well-known product cannot be separated from the assessment other consumers have of the products 5. I tend to pay attention to well-known products that other consumers are interested in
<p>Status Consumption</p>	<p>The activity of showing that they are as good as other people in terms of purchase, use, display, and consumption of goods and services</p>	<ol style="list-style-type: none"> 1. Buying tendency of the status that a product has 2. Relevance of a product 3. Interest in products that have status 4. Tendency to buy authentic products for the value they have 5. Confidence of owning authentic products for their status 	<ol style="list-style-type: none"> 1. I would buy a product just because it has status 2. The status of a product is irrelevant to me 3. I am interested in products that have status 4. I prefer buying authentic products because they have more value 5. Owning an authentic product shows my status when compared to other people.
<p>Price Quality Inference</p>	<p>A predicting behavior by consumer because for them price may strike them as a hint to specifying the quality of a product</p>	<ol style="list-style-type: none"> 1. Inference of price towards quality 2. Level of agree that the price of a product indicates quality 3. The price of a product does not determine the quality 	<ol style="list-style-type: none"> 1. I do not think that generally speaking, a product has better quality the more expensive it is 2. I disagree with the statement that the price of a product is a good indicator of its quality 3. You do not always have to pay more for the best

Attitude	An acquired predisposition to conduct in a consistently favorable or unfavorable way with relation to a given object	<ol style="list-style-type: none"> 1. Tendency to buy counterfeit due to price 2. Confidence in the reliability of using counterfeit products 3. Confidence in the usage of counterfeit products 4. Normalcy of purchasing counterfeit products 5. Level of benefit that counterfeit products bring to consumers 	<ol style="list-style-type: none"> 1. I buy counterfeit products if I think authentic products are too expensive 2. Counterfeit products are as reliable as the authentic counterpart 3. Counterfeit products offer similar functions like the authentic counterpart 4. There is nothing wrong with purchasing counterfeit electronic products 5. Generally speaking, counterfeit electronic products benefit the consumers
Purchase Intention	A situation where consumer tends to buy a certain product in certain condition	<ol style="list-style-type: none"> 1. Willingness to buy counterfeit products 2. Influence of counterfeit products when making a purchase 3. Likelihood to buy counterfeit products 4. Likelihood to buy counterfeit products due to affordability 5. Continuity of buying counterfeit products due to financial condition 	<ol style="list-style-type: none"> 1. I have the willingness to buy an electronic counterfeit product 2. I think about counterfeit products when I buy electronic products 3. It is likely for me to purchase electronic counterfeit products 4. Because of their price, I consider buying electronic counterfeit products 5. With financial condition in mind, I will continue to buy counterfeit electronic products

Population and Sample

Since TikTok Shop has been established as an alternative for online shopping activities by Generation Z (Sa’adah et al., 2022), the targeted population group of this study is Generation Z who is born between 1997 and 2012 (Baresfordresearch, 2023). The population group that are used in this study are consumers who have the intention to purchase counterfeit electronic products via TikTok Shop in Semarang.

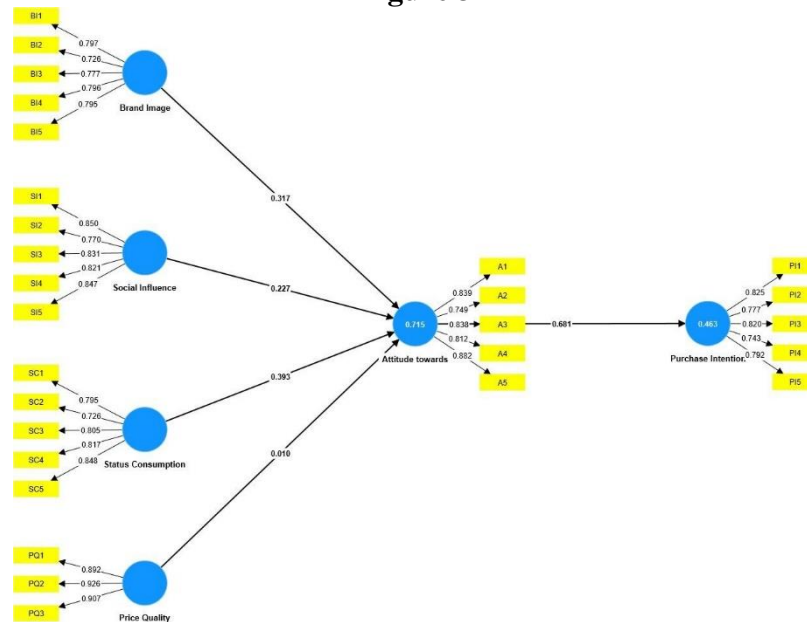
The sample that was taken for this research is non-probability convenience sampling approach. The reason behind is because it is an approach in determining the sample under specific considerations to justify that respondents with these characteristics possess the information needed for this study. The method that was used is non-probability sampling, which is a sampling technique that selects random participants. The elements of the population that were selected as the sample could be due to pure coincidence or due to other factors that had previously been planned (Sekaran & Bougie, 2017). The participants for this research are in Semarang City with the premise that the target participants have knowledge of counterfeit products. The justification in determining the sample for this study are:

1. Belonging to the Generation Z age group.
2. Live in Semarang City.
3. Have the intention to purchase counterfeit product(s) on TikTok Shop.
4. Have knowledge of counterfeit electronic products.

RESEARCH FINDINGS AND DISCUSSION

Outer Model

Figure 3



CONVERGENT VALIDITY

Convergent validity is an overall metric of a reflective measurement model that measures the extent to which the indicator of a construct converges (Hair et al., 2019, pp.775).

Table 2
Outer Loading

	Attitude	Brand Image	Price Quality Inference	Purchase Intention	Social Influence	Status Consumption
A1	0.839					
A2	0.749					
A3	0.838					
A4	0.812					
A5	0.882					
BI1		0.797				
BI2		0.726				
BI3		0.777				
BI4		0.796				
BI5		0.795				
PI1				0.825		
PI2				0.777		
PI3				0.820		
PI4				0.743		
PI5				0.792		
PQ1			0.892			
PQ2			0.926			
PQ3			0.907			
SC1						0.795
SC2						0.726

SC3						0.805
SC4						0.817
SC5						0.848
SI1					0.850	
SI2					0.770	
SI3					0.831	
SI4					0.821	
SI5					0.847	

According to the values in the table, each indicator has fulfilled the minimum loading factor value of 0.7, which is the preferred minimum threshold unless it is for explanatory research (Wong, 2013).

Table 3
Average Variance Extracted

	Average variance extracted (AVE)
Attitude	0.681
Brand Image	0.606
Price Quality Inference	0.825
Purchase Intention	0.627
Social Influence	0.679
Status Consumption	0.638

As the table above suggests, the displayed value of Average Variance Extracted (AVE) are all greater than the acceptable threshold of 0.5 which indicates that convergent validity is confirmed (Wong, 2013).

Discriminant Validity

The value of the construct’s loading should be greater compared to the other construct’s loadings. If the loadings value of other constructs is higher than the current construct’s loadings value, that is an indication of a problem relating to its discriminant validity (Kamis et al., 2020).

Table 4
Cross Loadings

	Attitude	Brand Image	Price Quality Inference	Purchase Intention	Social Influence	Status Consumption
A1	0.583	0.453	0.274	0.403	0.403	0.469
A2	0.520	0.359	0.193	0.367	0.367	0.391
A3	0.582	0.472	0.211	0.388	0.458	0.445
A4	0.564	0.434	0.194	0.335	0.393	0.433
A5	0.613	0.484	0.271	0.450	0.421	0.475
BI1	0.428	0.553	0.249	0.349	0.392	0.441
BI2	0.353	0.504	0.206	0.283	0.369	0.340
BI3	0.434	0.540	0.256	0.284	0.390	0.401
BI4	0.446	0.553	0.274	0.340	0.413	0.421
BI5	0.417	0.552	0.230	0.344	0.392	0.361
PI1	0.399	0.337	0.153	0.573	0.269	0.365
PI2	0.376	0.341	0.180	0.540	0.265	0.381
PI3	0.390	0.323	0.176	0.569	0.235	0.353
PI4	0.338	0.300	0.140	0.516	0.231	0.306
PI5	0.365	0.330	0.215	0.550	0.259	0.322
PQ1	0.255	0.325	0.619	0.211	0.250	0.301
PQ2	0.246	0.257	0.643	0.197	0.207	0.238

PQ3	0.260	0.272	0.630	0.187	0.265	0.244
SC1	0.440	0.388	0.213	0.351	0.374	0.552
SC2	0.355	0.313	0.169	0.299	0.278	0.504
SC3	0.444	0.447	0.224	0.331	0.342	0.559
SC4	0.431	0.424	0.260	0.384	0.408	0.567
SC5	0.469	0.438	0.274	0.376	0.380	0.589
SI1	0.434	0.441	0.293	0.283	0.590	0.403
SI2	0.337	0.376	0.199	0.248	0.535	0.320
SI3	0.420	0.431	0.176	0.249	0.577	0.358
SI4	0.409	0.397	0.163	0.256	0.570	0.372
SI5	0.433	0.422	0.256	0.274	0.588	0.390

As shown in table, the loadings value of each construct exceeds the loadings value of the other constructs. This finding brings evidence for the validity of the data.

Table 5
Fornell Lacker Criterion

	Attitude	Brand Image	Price Quality Inference	Purchase Intention	Social Influence	Status Consumption
Attitude	0.825					
Brand Image	0.772	0.779				
Price Quality	0.403	0.451	0.908			
Purchase Intention	0.681	0.593	0.314	0.792		
Social Influence	0.714	0.723	0.382	0.458	0.824	
Status Consumption	0.774	0.729	0.415	0.630	0.646	0.799

There is also the Fornell-Lacker criterion, which allows one to compare the square root value of the Average Variance Extracted (AVE) with the construct correlation value that displays the highest value in any column or row in comparison to the highest correlation value of any other construct (Kamis et al., 2020).

Table 6
Reliability Test

	Attitude	Brand Image	Price Quality Inference	Purchase Intention	Social Influence	Status Consumption
Attitude	0.825					
Brand Image	0.772	0.779				
Price Quality	0.403	0.451	0.908			
Purchase Intention	0.681	0.593	0.314	0.792		
Social Influence	0.714	0.723	0.382	0.458	0.824	
Status Consumption	0.774	0.729	0.415	0.630	0.646	0.799

As can be seen in table, the Composite Reliability values obtained are in the range of 0.841 to 0.894 for Composite Reliability (ρ_a) and 0.885 to 0.934 for Composite Reliability (ρ_c). The Cronbach's Alpha values on the table also suggest the range between 0.838 and 0.894. This proved that the Composite Reliability and Cronbach's Alpha values are satisfactory and acceptable.

Table 7
R² Table

	R-square	R-square adjusted
Attitude	0.715	0.708
Purchase Intention	0.463	0.46

The R² value of Attitude is 0.715. This indicates a moderate-to-high explanatory power of the construct. Meanwhile, The R² value of Purchase Intention is at 0.463 which means that the explanatory power of that construct can be considered as weak-to-moderate.

Table 8
Q² Table

	Q ² predict	RMSE	MAE
Attitude	0.695	0.569	0.396
Purchase Intention	0.389	0.802	0.588

The Q² value of Attitude is at 0.695 while Purchase Intention has a Q² value of 0.389. According to the rule of thumb of Q² values, the values of those constructs mean that Attitude has a large predictive relevance while Purchase Intention has a medium-to-large predictive relevance.

Table 9
f² Table

	Attitude	Brand Image	Price Quality Inference	Purchase Intention	Social Influence	Status Consumption
Attitude				0.864		
Brand Image	0.122					
Price Quality Inference	0.00					
Purchase Intention						
Social Influence	0.081					
Status Consumption	0.234					

The effect size of Attitude to Purchase intention is large as it has a value of 0.864. The effect of Brand Image to Attitude is at 0.122 so it has a small effect size. The effect of Price Quality Inference to Attitude is at 0.00 which means that it does not have any effect sizes to the R² value of Attitude if it were to be removed. The effect size of Social Influence to Attitude is small since the f² value is at 0.081. Status Consumption has an f² value of 0.234, which indicates a moderate effect size to Attitude.

Table 10
Model Fit

	Saturated model	Estimated model
SRMR	0.054	0.057
d_ ULS	1.162	1.329
d_ G	0.585	0.601
Chi-square	578.374	588.088
NFI	0.825	0.822

A value less than 0.10 or 0.08 is considered a good fit (Hu & Bentler, 1999). Based on that, when we look at Table 4.14, we can see that the Standardized Root Mean Square Residual (SRMR) value in this study is 0.054 which indicates a good fit.

Table 11
Collinearity Statistics

	Attitude	Brand Image	Price Quality Inference	Purchase Intention	Social Influence	Status Consumption
Attitude				1.00		
Brand Image	2.885					
Price Quality Inference	1.285					
Purchase Intention						
Social Influence	2.246					
Status Consumption	2.312					

The Variance Inflation Factor (VIF) of Brand Image is at the level of 2.885, Price Quality Inference at 1.285, Social Influence at 2.246, Status Consumption at 2.312, and finally Purchase Intention at 1.00. The Variance Inflation Factor (VIF) of all the constructs are below 3.00 which means that the level of collinearity of the indicators is on an ideal level.

Table 12
Bootstrapping Result

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Attitude towards -> Purchase Intention	0.681	0.674	0.068	9.943	0
Brand Image -> Attitude towards	0.317	0.314	0.098	3.232	0.001
Price Quality -> Attitude towards	0.01	0.012	0.04	0.248	0.805
Social Influence -> Attitude towards	0.227	0.24	0.086	2.65	0.008
Status Consumption -> Attitude towards	0.393	0.38	0.131	2.998	0.003

The explanation of table are as follows

1. The Effect of Brand Image towards Attitude

The P Value of Brand Image on Attitude is 0.001 which is less than 0.005, this indicates that there is a significance. The Original Sample value is 0.317 which indicates a positive relationship between the two. The T Statistics value is at 3.232 which indicates that Brand Image has a significant impact on Attitude (Hair et al., 2019, pp. 304). The findings prove that Brand Image has a positive and significant impact on Attitude.

2. The Effect of Social Influence towards Attitude

The P Value of Social Influence is 0.008, the value is less than 0.05 which indicates a significance in the relationship. The relationship is also suggested to be positive since the Original Sample value is at the positive point of 0.227. Finally, the T Statistics value is at 2.65 which further suggests a significant relationship between Social Influence and Attitude.

3. The Effect of Status Consumption towards Attitude

The P value on Status Consumption towards Attitude is 0.003 which shows a significance in the relationship. Since the Original Sample value is at the level of 0.393, it means that there is a

positive relationship between the 2 variables. Furthermore, Status Consumptions seems to have a significant impact on attitude because the T Statistics value exceeds 1.96 at 2.998.

4. The Effect of Price Quality Inference towards Attitude

The P Value of Price Quality Inference is 0.805 which indicates that there is no significance between the variables. The Original Sample still shows a positive relationship since the value is at 0.01. The T Statistics value is at 0.248, which is below 1.96, which suggests that there is no significant impact on Attitude.

5. The Effect of Attitude towards Purchase Intention

To start with, there is a significance in the relationship due to the P Value that is at 0. The relationship has an Original Sample value of 0.681 which means that the relationship is positive. Lastly, The T Statistics Value that this relationship has is at 9.943 which suggests the significant impact that Attitude has on Purchase Intention. The findings on this relationship indicate the positive and significant impact that Attitude has on Purchase Intention.

CONCLUSIONS

1. Brand Image has a positive and significant relationship towards Attitude towards counterfeit products. With this finding, it can be concluded that Brand Image is favorable towards the Attitude towards counterfeit products which makes H1 to be accepted.
2. Social Influence has a positive and significant relationship towards Attitude towards counterfeit products. Based on this, it can be concluded that Social Influence is also favorable towards the Attitude towards counterfeit products which validates H2.
3. Status Consumption has a positive and significant relationship towards Attitude towards counterfeit products. According to that, it can be concluded that Status Consumption is also favorable towards the Attitude towards counterfeit products hence making H3 to be accepted.
4. Price Quality Inference is still in a positive relationship towards Attitude towards counterfeit products, but Price Quality Inference has no significance. With this finding, H4 is accepted.
5. Attitude towards counterfeit products has a positive relationship towards Purchase Intention. Based on the finding, it can finally be concluded that the relationship between Attitude towards counterfeit products and Purchase Intention is favored. This means H5 is accepted.

Limitations

1. The scope of this research is limited to the Z generation that have previously purchased counterfeit products via TikTok Shop.
2. The research is limited to Z generation who at the time of the questionnaire lives in Semarang, so this study's findings may not reflect the whole Z generation.
3. The data analysis technique that was used to analyze the samples was PLS-SEM using SmartPLS, but the analysis returned with one unsatisfactory result for one hypothesis.

Managerial Impact

1. Companies can try buying the fake product to compare it with the authentic counterpart and point out the differences. Companies can then start a marketing campaign focusing on those differences and emphasize that the fake products are still fake products and cannot match the real product.
2. The marketing campaign would then be aimed at reaching the desired audience. At a steady pace, the information regarding the danger of counterfeit products would spread

within consumers which in turn would rise the probability of one consumer being influenced by the other to stop buying counterfeit and start buying the genuine counterpart.

3. Brands should consider developing new products that contain more affordable materials but keeping the association between the brand and products going. This strategy should help the brand to magnetize both old and new consumers by proving that the original brand also sells affordable products.
4. It was found out that Price Quality Inference has an insignificant effect on Attitude towards counterfeit products. Even though the respondents of the study prefer price over quality, it is of no significance towards their attitude on counterfeit products.
5. By mixing and combining the previous strategies mentioned for Brand Image, Social Influence, and Status consumption, brand owners can direct the attention of counterfeit consumers to their companies. When the ideal situation where consumers are well informed about the quality and danger of counterfeit products, their attitude may shift from being in favor of counterfeit products to in favor of authentic products.

REFERENCES

- Abdullah, Q. A., & Yu, J. (2019). Attitudes and purchase intention towards counterfeiting luxurious fashion products among Yemeni students in china. *American Journal of Economics*, 9(2), 53-64.
- Baresford Research. (2023, June 27). Age range by generation. Beresford Research. <https://www.beresfordresearch.com/age-range-by-generation/>
- Bian, X., & Moutinho, L. (2011). The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits. *European Journal of Marketing*, 45(1/2), 191–216. <https://doi.org/10.1108/03090561111095658>
- Garas, S. R. R., Mahran, A. F. A., & Mohamed, H. M. H. (2022). Do you consider buying a counterfeit? new evidence from the theory of planned behaviour and cognitive dissonance theory. *Journal of Product & Brand Management*, 32(4), 544–565. <https://doi.org/10.1108/jpbm-11-2021-3734>
- Hair Jr., J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage.
- Hu, L., & Bentler, P. M. (1998). Fit indices in covariance structure modeling: Sensitivity to underparameterized model misspecification. *Psychological Methods*, 3(4), 424–453. <https://doi.org/10.1037/1082-989x.3.4.424>
- Iyer, R., Babin, B. J., Eastman, J. K., & Griffin, M. (2022). Drivers of attitudes toward luxury and counterfeit products: the moderating role of interpersonal influence. *International Marketing Review*, 39(2), 242-268.
- Kamis, A., Saibon, R. A., Nur Yunus, F. A., Rahim, M. B., Herrera, L. M., & Yturria Montenegro, P. L. (2020). The smartpls analyzes approach in validity and reliability of graduate marketability instrument. *Psychology and Education*, 57(8), 987-1001.
- Mayasari, I., Haryanto, H. C., Wiadi, I., Wijanarko, A. A., & Abdillah, W. (2022). Counterfeit purchase intention of fashion brands: the personal values and social aspect of consumers as determinants. *Gadjah Mada International Journal of Business*, 24(1), 1. <https://doi.org/10.22146/gamaijb.54660>

- Ndofirepi, T. M., Chuchu, T., Maziriri, E., & Nyagadza, B. (2022). Examining the influence of price-quality inference and consumer attitudes on the inclination to buy non-deceptive counterfeit goods: evidence from South Africa. *European Journal of Management Studies*, 27(3), 317–339. <https://doi.org/10.1108/ejms-04-2022-0026>
- Phau, I., Sequeira, M., & Dix, S. (2009). Consumers' willingness to knowingly purchase counterfeit products. *Direct Marketing: An International Journal*, 3(4), 262–281. <https://doi.org/10.1108/17505930911000865>
- Ruby, D., (2023, April 27). 37+ tiktok statistics for marketers in 2023. DemandSage. <https://www.demandsage.com/tiktok-user-statistics/#:~:text=TikTok%20has%201.601%20billion%20active,TikTok%20users%20around%20the%20globe>.
- Sa'adah, A. N., Rosma, A., & Aulia, D. (2022). Persepsi generasi z terhadap fitur tiktok shop pada aplikasi tiktok. *Transekonomika: Akuntansi, Bisnis Dan Keuangan*, 2(5), 131–140. <https://doi.org/10.55047/transekonomika.v2i5.176>
- Sekaran, U., & Bougie, R. (2016). *Research methods for business* (7th ed.). Wiley.
- Triandewi, E., & Tjiptono, F. (2013). Consumer intention to buy original brands versus counterfeits. *International Journal of Marketing Studies*, 5(2). <https://doi.org/10.5539/ijms.v5n2p23>
- Varshneya, G., Pandey, S. K., & Das, G. (2017). Impact of social influence and green consumption values on purchase intention of organic clothing: a study on collectivist developing economy. *Global Business Review*, 18(2), 478–492. <https://doi.org/10.1177/0972150916668620>
- Wang, L. (2020). 2nd International Conference on Global Economy and Business Management (GEBM 2020). In *Why are Counterfeit Goods Prevalent on Tik Tok and How; Counterfeit*. Athens; CSP.
- We Are Social. (2022). *Digital indonesia 2022*. Hootsuite. <https://wearesocial.com/uk/blog/2022/01/digital-2022-another-year-of-bumper-growth-2/>
- Wong, K. K.-K. (2013). Partial least squares structural equation modeling (pls-sem) techniques using smartpls. *Marketing Bulletin*, 2(1), 1–32.