

## ANALYSIS OF CONSUMER BEHAVIOR ON PURCHASE INTENTION OF COUNTERFEIT SHOES IN MANADO

### ANALISA PERILAKU KONSUMEN TERHADAP MINAT PEMBELIAN DARI SEPATU PALSU DI MANADO

By:

**Piere John Paulus Angkouw<sup>1</sup>**  
**Farlane S. Rumokoy<sup>2</sup>**

<sup>1,2</sup>*Faculty of Economics and Business,  
International Business Administration (IBA), Management Program  
University of Sam Ratulangi Manado*

Email: [pjpa6794@gmail.com](mailto:pjpa6794@gmail.com)  
[prince\\_farlane@live.com](mailto:prince_farlane@live.com)

**Abstract:** The objective of this study is to understand the influence of attitude, value consciousness, social status, perceived price, and past experience toward consumer purchase intention of counterfeit shoes in Manado. The data was collected from 100 respondents that purchase counterfeit shoes and multiple regression analysis was used to test the relationship among variables. The result indicated that the perceived price has significant influence toward consumer purchase intention of counterfeit shoes in Manado. The characteristic of perceived price has substantial positive influence to the consumer purchase intention. The author recommends to shoes producers to pay more attention of the reasons why consumers in Manado consider the price is the main factor that influence the purchasing intention of consumers.

**Keywords:** *counterfeiting, counterfeit shoes, consumer behavior, consumer purchase intention*

**Abstrak:** Tujuan dari penelitian untuk memahami pengaruh tingkah laku, nilai kesadaran, status sosial, persepsi harga, dan pengalaman sebelumnya terhadap niat beli konsumen terhadap sepatu palsu di Manado. Data dikumpulkan dari 100 responden yang membeli sepatu palsu dan analisis regresi digunakan untuk menguji hubungan antara variabel. Hasil penelitian menunjukkan bahwa harga yang dirasakan memiliki pengaruh yang signifikan terhadap niat beli konsumen sepatu palsu di Manado. Persepsi harga merupakan faktor yang memiliki pengaruh yang besar untuk niat pembelian konsumen. Penulis menyarankan kepada para produsen sepatu agar lebih memperhatikan alasan-alasan mengapa konsumen di Manado mempertimbangkan harga sebagai acuan pembelian terhadap sepatu palsu.

**Kata kunci:** *pemalsuan, sepatu palsu, perilaku konsumen, niat pembelian konsumen*

## INTRODUCTION

### Research Background

Recently, people are more concern of something that they use or they wear every day, something that makes their self-confident shows up, and also something that is up to date with the trend. It is called Fashion. Fashion nowadays is not only for woman interest, but also has become a common thing for genders, all age, and social status. Fashion can be seen by people as something to support their selves, such as daily activities when working or hanging out with others, also as tool to show their own social status and their expression.

Fashion also supports individual to market their selves. Here, market means to let other people notice their attractiveness, by delivering that through what they use or wear. Fashion in daily life has many types, from the luxury fashion until street fashion. Therefore, people see fashion as something important to support their activities, and in this case shoes can be taken as an example of fashion product that supports people nowadays, not just in general, but also as a support for daily looks.

Nowadays, shoes are not only to protect and make our foot comfortable, but also as fashion product to beautify and express themselves. People's economic condition can also be measured through shoes, as it can be a reflection of people's social status and desire.

Famous shoes brands also come with expensive prices. Since wearing a famous brand can increase someone's social status, then a lot of people want to have it. But many people cannot afford to buy it because of its premium prices. That's why counterfeit shoes are made to fulfill their desires. It's like a shortcut to increase their social status. Counterfeit is defined as producing things to be identic to branded products that exist in market. They make the products become similar to the original ones or taking the brand logo and put it on the products. Indonesia is the country that placed in number 4<sup>th</sup> as the biggest population in the world, with 255,993,674 populations, according to CIA World factbook 2015. It is an easy target for counterfeit products sellers to sell their products.

Manadonese have a slogan that called "even though you lost in eating, do not lost in action". The tendency of Manadonese to follow the trend is really high. Even though the products are too expensive they will buy it to fulfill the needs. Sometimes some of them do not care about the authenticity of the product they buy. In other words, some people actually know the product they buy are not original but counterfeit, but still buy them. It occurs when to they do not have enough money to buy the original ones, just to fulfill their own desire to have the products. There are five variables that describe the role of consumer behavior in this research, which are attitude, value consciousness, social status, perceived price and past experience. Therefore, this research would like to find out the purchase intention of counterfeit in Manado, especially counterfeit shoes. So the title is *Analysis of Consumers Behavior on Purchase Intentions of Counterfeit Shoes in Manado*. The purpose of this study is to understand if consumer behavior has influence to the purchase intention of Manadonese towards buying counterfeits especially the counterfeit shoes.

### Research Objective

The objectives which the thesis intends to achieve are as follows

1. To find out if does attitude, value consciousness, social status, perceived price and previous experience influence purchase intention of counterfeiting shoes simultaneously.
2. To find out if attitude influence purchase intention of counterfeiting shoes partially.
3. To find out if Value Consciousness influence purchase intention of counterfeiting shoes partially.
4. To find out if social status influence purchase intention of counterfeiting shoes partially.
5. To find out if perceived price influence purchase intention of counterfeiting shoes partially.
6. To find out if precious experience influence purchase intention of counterfeiting shoes partially.

### Research Usefulness

The result of this research hopefully can be useful, as follows:

a. Practical Benefits

Provide information to the sellers of original products who is put at disadvantages of losing money by the manufacturer of the counterfeit products, who are increasing day by day. Hopefully the results of this research will show which variables that have significant influence on the consumer purchase intention of counterfeit shoes.

b. Theoretical Benefits

To give suggestion and information for further knowledge related to this study about consumer behavior and marketing of this research.

## THEORETICAL REVIEW

### Marketing

Marketing is the way a company should know about the customer needs and wants, so that customer will be interested to buy their product. In this research, there are several definitions that explain about the marketing itself. According to Kotler and Keller (2009:45) marketing has been defined as, an organizational function and set of processes for creating, communicating, and delivering value to customers and for managing customer relationship in ways that benefit the organization and its stakeholders. Burns and Bush (2006:4) defined marketing as an organization function, not a group of persons or separate entity within the firm.

### Retailer

Retailer is, a business whose sales come primarily from retailing. According to Kotler, et al (2011:285) retailer is the person or business that sells a product to consumer without originally produce the product they sell. Although most retailing is done in retail stores, in recent year non-store retailing has been growing much faster than store retailing, Non-store retailing includes selling to final consumers through direct mail, catalogs, telephone, internet, TV-home shopping show, home and office parties, and other direct selling approach.

### Counterfeit Products

Counterfeit product is a product that develops similar with the original product, by irresponsible people. According to Webster's New World Dictionary, counterfeit is something made in imitation of something genuine so as to deceived or defraud. Counterfeit products are considered as illegal, since they are made without permission of the original brand owners. These products copy or imitate the physical appearance of an original product to mislead consumers that they are the same as the originals (OECD, 1998). Such pirated products usually have low quality and are sold at a very cheap price. In the fashion industry, counterfeit products can be found in clothing, shoes, glasses, handbags, watches, leather goods, and jewelry.

### Role of Consumer Behavior

The role of consumer behavior is to attempt the consumer decision making to buy the counterfeit product, how and why they buy it. Consumer behavior theory explained by Shiffman and Kanuk, (2000:86), is the behavior that customer display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas they expect they will satisfy needs.

### Attitude

Attitude is significant as it determines consumer behavior directly. According to Schiffman and Kanuk (1997:90), attitude is a learned predisposition to behave in a consistently favorable or unfavorable manner with respect to a given object. Yoo and Lee (2009) stated that attitudes refer to the degree to which a person has a favorable assessment of a questionable behavior and are an immediate indicator with which an intention of him/her for doing particular behavior can be predicted.

### Value Consciousness

Value consciousness, is consumer awareness of a product or services, that received by the consumer. According to Ang, et al (2001) value consciousness is a concern for paying lower prices, subject to some quality



constraint and has been found to have a positive influence on attitude towards pirated products. Bloch, Bush & Campbell (1993) found that counterfeit buyers have low purchasing power and are therefore driven by the price/value perception. Since counterfeits of luxury brands usually provide the same functional benefits as the original, but at a fraction of the price of the genuine product, they are perceived favorably. Similarly, Ang, et al (2001) argued that typical counterfeit consumers are more value conscious, and have lower average income compared to those who do not purchase counterfeit products.

### **Social Status**

Since branded products help consumers to communicate an image to those who surround them, there is no surprise that the willingness to purchase counterfeits is associated with social status. Social status according to Eastman, Goldsmith, & Flynn (1999:42) is the motivational process by which individuals strive to improve their social standing through conspicuous consumption of consumer products that confer or symbolize status for both individuals and surrounding others. Previous research indicate that consumers who purchase counterfeits believe they obtain the prestige ascribed to the real product Ang, et al (2001).

### **Perceived Price**

Perceived price from the consumer's perspective, price is what given up or sacrificed to obtain a product, this definition congruent with Athola's (1984) argument against including monetary price as a lower level attribute in multi-attribute models because price is a "give" component of the model, than a "get" component. According to Kalyanaramand, et al (1995), price the prevailing view in the pricing literature is that subjective price judgments rely on a comparison of market prices to a single, internal price standard.

### **Past Experience**

Past experience, is a previous learning that consumer involve in. Ang, et al (2001) found counterfeit buyers different from non-buyers, the former take such purchases less risky, not viewing this purchase as unethical and trusting the stores for prior counterfeit purchase. Research has found counterfeit buyers poles apart from non buyers and past experience to enhance attitudes (i.e. have more positive attitude) towards counterfeit products. Tom, et al (1998) found that majority of consumers who had never bought counterfeit product did not choose counterfeit items, they also did not express any positive intention to buy counterfeit product in future when they were offered the opportunity to purchase the counterfeit

### **Consumer Purchase Intention**

Purchase intention is an important index for evaluation consumer behavior to buy the goods. According to Spears & Singh, (2004), purchase intentions can be defined as an individual's conscious plan to make an effort to purchase a brand. In addition according to Schiffman & Kanuk (2000:90) the higher the purchase intention is the higher a consumer's willingness is to buy a product.

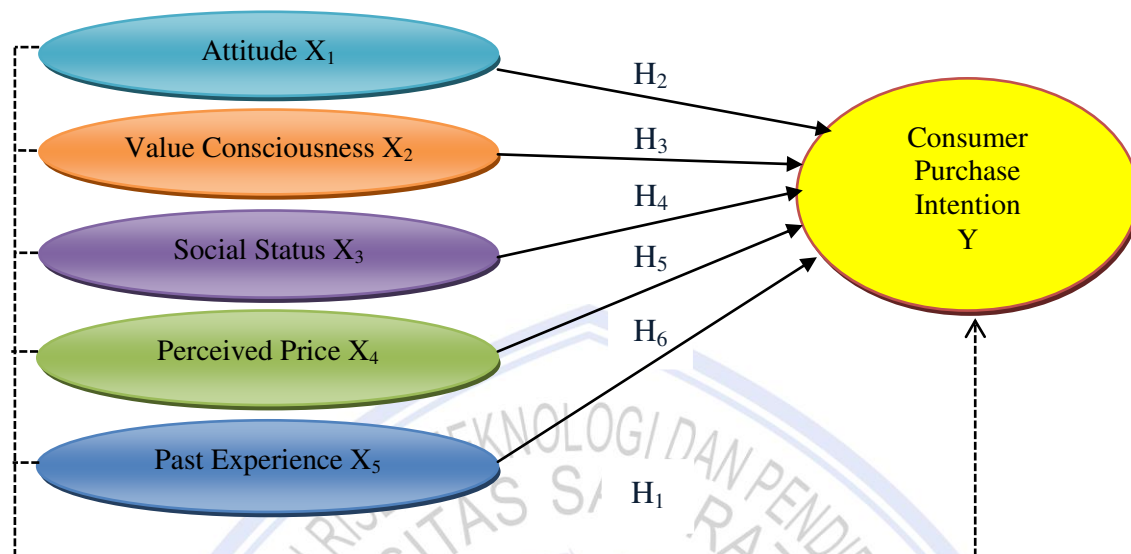
### **Research Hypothesis**

Hypothesis is proportion of knowledge, which is based on theoretical framework, and as the temporary answer of research problem, which can be tested it is truth based on empirical facts using statistical techniques.

- H<sub>0</sub>: Attitude, value consciousness, social status, perceived price, previous experience towards buying counterfeits shoes do not have positive influence on the consumers' purchase intention of buying counterfeit shoes in Manado
- H<sub>1</sub>: Attitude, value consciousness, social status, perceived price, previous experience towards buying counterfeits shoes have positive influence on the consumers' purchase intention of buying counterfeit shoes simultaneously.
- H<sub>2</sub>: Attitude towards buying counterfeits shoes has significant influence on the consumers' purchase intention of buying counterfeit shoes partially.
- H<sub>3</sub>: Consumers' value consciousness significant affects consumers' intention towards buying counterfeit shoes partially.
- H<sub>4</sub>: The more people search for social status, the more significant the intention towards buying counterfeit shoes partially.
- H<sub>5</sub>: Perceived price directly significant influences the consumers' Purchase intention of buying counterfeit shoes partially.

H<sub>6</sub>: Past Experience significantly influences the consumers' purchase intention of buying counterfeit shoes partially.

### Conceptual Framework



**Figure 1 – Conceptual Framework**

*Source: Data Processed, 2016*

### Type of Research

This research is a causal and quantitative type of research. Quantitative research or quantitative method based on Sugiyono (2013:260) defined as research method based on positivism paradigm that used to investigate specific population or samples. This research in field of marketing management will investigate the analysis of consumer purchase intention of counterfeit shoes in Manado.

### Place and Time of Research

This study was be conducted in Manado and the research was be conduct between late of February until March 2016.

### Population and Sample

The population in this research is people who purchase counterfeit shoes in Manado. According to Malhotra (2010:340) population is the aggregate of all the elements, sharing some common set of characteristics that comprises the universe for the purpose of the marketing research problem. Sample is the selected people chosen for participation in a study is Manadonese, people are referred as subjects or participants and that actually possesses the same characteristics as the population. The sample were randomly selected in Manado city, and people would participate and involve in this study. Survey in crowded place where people in, during survey time. Test samples of the research a total of 100 questionnaires were distributed to respondent. The sampling method is convenience sampling.

### Data Collection Method

Primary data is the data obtained directly from the original source, specifically the primary data collected by researchers to answer the research questions. Secondary data collected for some purpose other than the problem at hand taken from books, journals, articles, and relevant literature from library and internet. These secondary data were used in the background, literature review research method, and discussions.

### Operational Definition and Measurement of Research Variables

1. Attitude (X<sub>1</sub>): Attitude is a person's relatively consistent evaluations, feelings, and tendencies toward an object of idea of counterfeit shoes

2. Value Consciousness ( $X_2$ ) : A concern for paying lower prices, subject to some quality constraint and has been found to have a positive influence on attitude towards counterfeit shoes.
3. Social Status ( $X_3$ ) : Consumers within each social stratum often have similar values, lifestyle, and buying behavior of counterfeit shoes
4. Perceived Price ( $X_4$ ) : Consumer's perspective, price is what given up or sacrificed to obtain a counterfeit shoes.
5. Past Experience ( $X_5$ ) : Trust developed through past experience becomes a vital part of current purchase and name the customer as loyal moreover serves as brand equity in future to buy counterfeit shoes
6. Customer Purchase Intention ( $Y$ ) : Customer Purchase Intention is the customer responses about the product and the desire to purchase counterfeit shoes.

Random distribution of questionnaires to the consumer, where all variables in this study were measured with Likert scale models. This scale are used to measure attitudes, opinions, and perceptions of a person or a group of social phenomenon. With the Likert scale, the measured variables can be translated into an indicator variable. Then the indicators used in the form of a statement or question. For the purposes of quantitative analysis, the answer can be filled scores as strongly agree 5 point, agree 4 point, hesitation 3 point, disagree 2 point, and strongly disagree 1 point.

### Data Analysis Method

The method of analysis used in this study is multiple linear regression, including multiple correlation coefficient, coefficient of multiple determination and the t test and F test associated with these conditions, the data obtained will be processed using the software SPSS (Statistical Package for Social Science).

### Multiple Regression Analysis Model

Cooper and Schindler (2001:767) stated that multiple regression analysis is a technique to observed value more than one  $X$  to estimate or predict corresponding  $Y$  value. Multiple regression is a descriptive tool used to develop a self-weighting estimating equation by which to predict values for a dependent variables, to control confounding variables to better evaluate the contribution of other variables, or to test and explain a causal theory.

The equation model of multiple regression analysis which used in this research can formulate as shown below:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

$Y$	= Consumer purchase intention
$a$	= Intercept
$b_1, b_2, b_3, b_4, b_5$	= The regression coefficient of each variable
$X_1$	= Attitude
$X_2$	= Value Consciousness
$X_3$	= Social Status
$X_4$	= Perceived Price
$X_5$	= Past Experience
$e$	= Error

## RESULT AND DISCUSSION

### Validity Test

The purpose of validity test is to know whether the instrument is valid or not. It has been identified if the correlation coefficient between the value of one indicator and the total value of all indicators is positive and more than 0.3 ( $r \geq 0.3$ ) and below the significant level of 5% then the instrument is considered as valid.

The correlation index is greater than 0.3 and below the significance level of 5% therefore the data is considered as valid. It shows that variable Attitude in statement 1 is 0.523, statement 2 is 797, statement 3 is 0.791. Value Consciousness in statement 1 is 0.653, statement 2 is 667, statement 3 is 0.822. Social Status in statement 1 is 0.698, statement 2 is 749, statement 3 is 0.742. Perceived Price in statement 1 is 0.678, statement 2 is 723, statement 3 is 0.769. Past Experience in statement 1 is 0.686, statement 2 is 603, statement 3 is 0.667. And Consumer Purchase Intention in statement 1 is 0.501, statement 2 is 612, statement 3 is 0.765. For Value

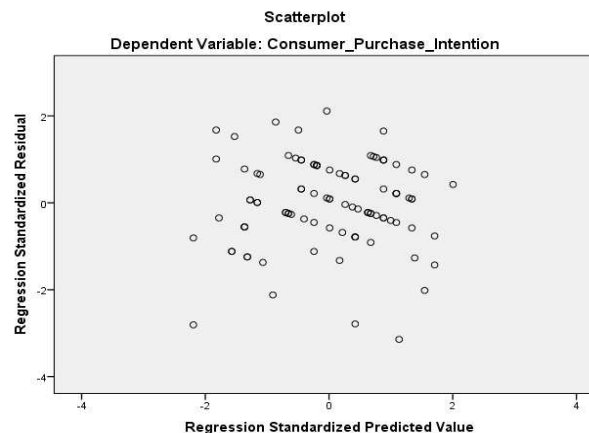
consciousness statement 3 have the most influencing factor in Consumer Purchase Intention with value 0.822 compared other variables per statement.

**Reliability Test**

In this research shows that Alpha Cronbach for attitude is 0.782, value consciousness is 0.784, social status is 0.791, perceived price is 0.787, past experience is 0.746, and consumer purchase intention is 0.724. which mean that value of Alpha Cronbach is higher than the acceptance limit of 0.6 and it indicates that the data is acceptable or indicates good internal consistency. Therefore the research instrument is reliable.

**Classical Assumptions Testing**

**Heteroscedasticity**



**Figure 2. Heteroscedasticity Test Output**

*Source: Data processed, 2016*

Heteroscedasticity occurs when there is no similarity standard deviation value of the dependent variable in each variable independent. Detection to see whether there is a certain pattern in the image graphic. Based on the detection result that there is a spread of, and does not form a specific pattern, so there is no heteroscedasticity.

**Multicollinearity**

**Table 1. Multicollinearity Test**

Model	Coefficients <sup>a</sup>	Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Attitude	.707	1.414
	Value Consciousness	.691	1.447
	Social Status	.840	1.191
	Perceived Price	.744	1.344
	Previous Experience	.641	1.561

a. Dependent Variable: Consumer Purchase Intention

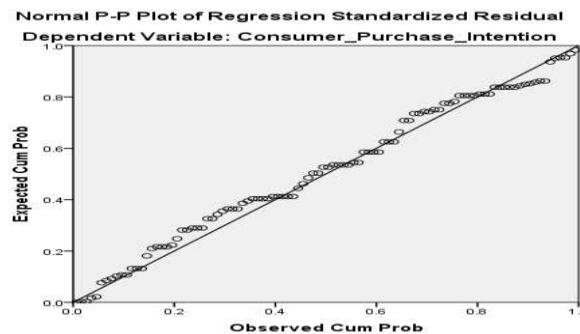
*Source: Data processed, 2016*

Data in the table above shows that the value of output in the model coefficients Multicollinearity said not happen because all VIF <10.



**Normality**

Normality test can be identified by using graph of P-P plot. The data will distribute normally if the value of P-P Plot is near diagonal line of the graph. To identify the normality test, figure 3 will shows the graphic result for the normality test.

**Figure 3. Normality Test Output**

Source: Data processed, 2016

From the figure can be known that the dots spread around the line and follow a diagonal line, and residual on the model of the regression distributed in an abnormal manner

**Simultaneously Test (F-test)****Table 2. F-test Result**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	58.791	5	11.758	5.135	.000 <sup>b</sup>
	Residual	215.249	94	2.290		
	Total	274.040	99			

a. Dependent Variable: Consumer Purchase Intention  
b. Predictors: (Constant), Past Experience, Social Status, Perceived Price, Attitude, Value Consciousness

Source: Data processed, 2016

In table 2, the value is 5.135, the degree of freedom 1 (numerator) is 2 and degree of freedom 2 (denominator) is 94 with level of significance is 0.05 ( $\alpha = 0,05$ ) and the level of confidence is 95% then  $F_{table}$  is 2.37. The result is:  $F_{count} (5.135) > F_{table} (2.37)$ . Since  $F_{count}$  is greater than  $F_{table}$ ,  $H_0$  is rejected and  $H_1$  is accepted means the independent variables simultaneously influence the dependent variable. Therefore, hypothesis 1 is accepted.

**Partially Test (T-test)****Table 3. T-test Result**

Variable	$T_{count}$	$T_{table}$	Description
Attitude ( $X_1$ )	.213	1.99	Rejected
Value Consciousness ( $X_2$ )	-.014	1.99	Rejected
Social Status ( $X_3$ )	1.811	1.99	Rejected
Perceived Price ( $X_4$ )	2.898	1.99	Accepted
Past Experience ( $X_5$ )	.914	1.99	Rejected

Source: Data processed, 2016

1. Attitude ( $X_1$ ) and Consumer Purchase Intention (Y)



From the table above,  $T_{\text{count}}$  for each independent variable, which for Attitude ( $X_1$ )  $T_{\text{count}} = 0.231$  and  $T_{\text{table}} = 1.99$  which  $T_{\text{count}} < T_{\text{table}}$  1.99. Therefore,  $H_0$  is accepted and  $H_1$  rejected, that means Attitude ( $X_1$ ) does not significantly influence Consumer Purchase Intention (Y).

2. Value Consciousness ( $X_2$ ) and Consumer Purchase Intention (Y)

From the table above,  $T_{\text{count}}$  for each independent variable, which for Value Consciousness ( $X_2$ )  $T_{\text{count}} = -0.14$  and  $T_{\text{table}} = 1.99$  which  $T_{\text{count}} < T_{\text{table}}$  1.99. Therefore,  $H_0$  is accepted and  $H_1$  rejected, that means Value Consciousness ( $X_2$ ) does not significantly influence Consumer Purchase Intention (Y).

3. Social Status ( $X_3$ ) and Consumer Purchase Intention (Y)

From the table above,  $T_{\text{count}}$  for each independent variable, which for Social Status ( $X_3$ )  $T_{\text{count}} = 1.811$  and  $T_{\text{table}} = 1.99$  which  $T_{\text{count}} < T_{\text{table}}$  1.99. Therefore,  $H_0$  is accepted and  $H_1$  rejected, that means Social Status ( $X_3$ ) does not significantly influence Consumer Purchase Intention (Y).

4. Perceived Price ( $X_4$ ) and Consumer Purchase Intention (Y)

The table shows that  $T_{\text{count}}$  for each independent variable, which for Advertising ( $X_2$ )  $T_{\text{count}} = 2.898$  and  $T_{\text{table}} = 1.99$  which  $T_{\text{count}} > T_{\text{table}}$  1.99. Therefore,  $H_0$  is rejected and  $H_1$  accepted, that means Perceived Price ( $X_4$ ) significantly influences Consumer Purchase Intention (Y).

5. Past Experience ( $X_5$ ) and Consumer Purchase Intention (Y)

From the table above,  $T_{\text{count}}$  for each independent variable, which for Past Experience ( $X_5$ )  $T_{\text{count}} = 0.914$  and  $T_{\text{table}} = 1.99$  which  $T_{\text{count}} < T_{\text{table}}$  1.99. Therefore,  $H_0$  is accepted and  $H_1$  rejected, that means Social Status ( $X_3$ ) does not significantly influence Consumer Purchase Intention (Y).

## Discussion

From the equation of multiple regressions, each coefficient of  $b$  (indicator of influencing the program) shows a result, independent variable  $X_1$ ,  $X_2$ ,  $X_3$ ,  $X_5$ , decrease than dependent variable Y, but independent variable  $X_4$  increase than dependent variable Y. Perceived Price has a significant influence to the consumer purchase intention of buying counterfeit shoes in Manado. This characteristic gives a big influence to the retailer of original product for to hold the retailer of counterfeits sells, and be evaluation for original product retailer for more consider of pricing the sells product. Another characteristic included in attitude, value consciousness, social status, and past experience do not a significant influence to the consumer purchase intention of counterfeit shoes, because the result of data processing, all the characteristics that are used to measure the influence of attitude, value consciousness, social status, and past experience to consumer purchase intention of counterfeit shoes in Manado are not match.

Consumer purchase intention of counterfeit shoes in Manado indicates that there are many factors influencing the intention, such as the perceived price which is typical characteristics that include the analyzing price, checking price, affordable price, etc. Result indicates that perceived price gives strong relationship to consumer purchase intention, because it gives more impact than attitude, value consciousness, social status, and past experience. When the result indicates that perceived price has the strongest significant influence, it does not mean that attitude, value consciousness, social status, and past experience do not give any influence. attitude, value consciousness, social status, and past experience also gives influence toward consumer purchase intention of counterfeit shoes in Manado, but not as much as perceived price. That value is from the test result by using SPSS 24.

## CONCLUSION AND RECOMMENDATION

### Conclusion

The results of research and discussion, it can be concluded as follows:

1. The Attitude, Value Consciousness, Social Status, Perceived Price, and Past Experience on consumer behavior significant influence on consumer purchase intention simultaneously.
2. Attitude on consumer behavior has no significant influence toward consumer purchase intention of counterfeit shoes in Manado partially.
3. Value Consciousness on consumer behavior has no significant influence toward consumer purchase intention of counterfeit shoes in Manado partially.
4. Social Status on consumer behavior has no significant influence toward consumer purchase intention of counterfeit shoes in Manado partially.

5. Perceived price on consumer behavior has significant influence toward consumer purchase intention of counterfeit shoes in Manado partially.
6. Past Experience on consumer behavior has no significant influence toward consumer purchase intention of counterfeit shoes in Manado partially.

### Recommendation

There is always space for research improvement. In this research, there are several limitations, which can be improved in next study. The sample of this study is students and employees. Qualitative method can be used to get more accurate and valid results. Other counterfeit products may show different findings. Finally, ethical and moral values influenced by culture, nationality and other such factors may be included. New findings may be explored through a cross sectional, cross national and cross cultural study.

This study is focused on counterfeit shoes. Researcher recommendation for seller of original products is to consider about the price, by minimizing cost without comprising its value, because it influence consumer purchase intention in Manado the most. Future research can examine the intention of purchase of other products, also like counterfeit mobile phones or other counterfeit technologies. A study should also be done to study the reasons of the behavior of consumers in Manado with reference to perceived price for counterfeit shoes which is generally assumed to be an important variable of purchase intention of counterfeit shoes.

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