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Understanding Indonesian Millennials Intention to Purchase Counterfeit Fashion Products

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ABSTRACT:

Counterfeit fashion products have become an international business with a well-established global network. This study examines the antecedents of purchase intention for counterfeit fashion products among Indonesian millennials. Personal/self-ethics, brand consciousness, value consciousness, and social influence are the exogenous constructs being assessed and mediated by attitudes and the risk of embarrassment. This study is quantitative research which utilised Partial Least Squares-Structural Equation Modelling (PLS-SEM). 215 respondents participated in an online questionnaire that consisted of 31 questionnaire items. The result shows that personal/self-ethics, brand consciousness, value consciousness, and social influence influenced purchase intention through attitude. Additionally, personal/self-ethics also influenced the risk of embarrassment. This study provides a new understanding of Indonesian millennials' purchase intention on counterfeit fashion products through a novel framework.

Keywords: self-ethics; social influence; value consciousness; brand consciousness; purchase intention

1. Introduction

Counterfeiting is defined as the act of any unauthorised producing or selling a product of a genuine trademark (Krishnan, et al., 2017). It has become a global market phenomenon with a high global network, and it does not work in isolation anymore. The power of the internet has enabled counterfeiters to freely sell counterfeit products online since the internet is ensuring anonymity and access to the global market. It is more difficult to detect by the authorities rather than in a physical marketplace (Guillou, 2014).

A report by EUIPO & OECD (2016) stated that the counterfeit market is globally exploding during the year 2011 to 2013. Between the year of 2008 and 2013 showed 80 per cent global growth in counterfeiting. The same statistics also revealed that international trade in counterfeit or fake items and pirated goods accounted for 2.5 per cent of global trade, which amounted as much as $461 billion in 2013. Moreover, most of the counterfeit products were apparel, shoes, accessories, and leather goods. CENSIS & MiSE (2016) estimated that from 2008 to 2015, the total number of fraudulent takeovers amounted to approximately 432 million items, with apparel and accessories as the category most affected, which amounted to €2,247 million, or 32.5 per cent of the total. It proves that the fashion industry is one of the most affected businesses by counterfeit products. By definition, counterfeit fashion product is fashion items that put on a brand name, including the same labelling and packaging without permission of the registered holder (Teik, Seng, & Xin-Yi, 2015).

As the counterfeit industry grew, it continued to pose a problem for official brands. When products are counterfeited, the rights holders may lose revenues, market share, and deals with significant damage to the brands' equity (Guillou, 2014). In the case of luxury brands, counterfeiting shows a significant threat that may damage the brand reputation, reducing demand for legitimate products, decreasing business revenue, requiring additional costs to protect against violation (Kapferer & Michaut-Denizeau, 2014; Pueschel, Chamaret, & Parguel, 2017).

There are various degrees and types of counterfeit goods on the market; non-deceptive counterfeits and deceptive counterfeits (Spink, Moyer, Park, & Heinonen, 2013). Non-deceptive counterfeit products do not present much of a risk to legal brands because customers are more mindful of the fact that they are purchasing counterfeit goods. In certain cases , especially fake

luxury products, consumers appear to understand that they are purchasing counterfeit goods (Maman, 2008). It is a different context to deceptive counterfeits since the products are identical to the genuine ones. Thus, consumers might not be aware that they are buying fake products (Watson, 2015).

In many cases, counterfeiting is a significantly growing problem that occurs both in developing and developed countries. According to a report by EUIPO (2017), China remains the key country of origin for counterfeit goods, while Hong Kong plays a central role as a transit place for goods manufactured in China. However, other countries also have particular trading characteristics. A survey indicates that counterfeit goods encompass a $1 trillion global industry. It becomes a long seek for academics to find out factors that drive approximately 3 million consumers a year to use up their money on counterfeits (Chapman, 2017).

On the other hand, it is worth noting that millennials are the largest and most lucrative market for counterfeit products (Glasheen, 2019). According to a report by PwC (2013), millennials are people who were born between 1980 and 2000. They have now reached adulthood, and some of them already have a permanent job and earn their money. Based on a survey by Deloitte (2017), millennials are most likely willing to purchase something when they receive an extra allowance, for instance, a bonus for an occasion such as a wedding party, treat, or for substitution of their old luxury goods. A report by PwC (2013) about attitudes shows that millennials are more worried about counterfeit goods. However, despite 90% of respondents assuming it to be morally wrong, they are more worried about losing their bank account details for identity theft than getting caught wearing the counterfeit product.

As a developing country, Indonesia is one of the largest marketplaces where counterfeit products are sold openly. Counterfeit products in Indonesia has caused the national economy to lose a total of IDR 65.1 trillion, with the most significant four categories of counterfeit products are printer ink, clothing, leather products, and software (The Jakarta Post, 2017). A report by McKinsey (2012) explained that Indonesia might be a logical choice for examining legitimate and counterfeit brand purchases since Indonesia is the world's fourth-largest population with fast-growing economies that has become the sixteenth largest economy in the world and is projected to be the seventh-largest by 2030.

Some people are willing to buy a counterfeit product, and some are not. To those that are not willing to buy counterfeit goods, consumers may have an ethical framework that includes their values, moral rules or guidelines that govern their actions in the procurement, collection, selling and use of services or items (Riquelme & Abbas, 2012; Quoquab, Pahlevan, Mohammad, & Thurasamy, 2017). Those people who are willing to buy counterfeit products have a less ethical concern, in which they tend to not care about purchasing the fakes. Besides, there are some categories of people who are not brand-conscious, and it may drive them to buy counterfeit products since they are not fully aware of the particular brand. As consumers more conscious of the brand prestige, their attitude towards counterfeit products may be unfavourable (Phau, Teah, & Lee, 2009; Bhatia, 2018). Having a low risk of embarrassment or the fear of being detected as a purchaser of counterfeit products also become one of the drivers why people buy counterfeit products since some people are also comfortable with taking risks and doing something that is illegal may not be a worry (Ali, 2008).

By combining and complementing previous researches from Davidson, Nepomucenco, & Laroche (2017), Quoquab, Pahlevan, Mohammad, & Thurasamy (2017), and Bhatia (2018), this research offers a comprehensive understanding on the predictors of counterfeit fashion product purchase. Besides, the samples used are the millennials generation in Jakarta, the capital city of Indonesia which is expected to have a crucial contribution to the consumption in counterfeits, this study is systematic in order to analyse the factors driving purchasing intention in ASEAN biggest country.

2. Literature Review

2.1. Personal/Self-Ethics

Personal / Self-Ethics refers to values, ethical rules or guidelines that govern an individual's actions in the purchase, choice, selling and use of services or goods (Vitell, Lumpkin, & Rawwas, 1991; Riquelme & Abbas, 2012; Quoquab, Pahlevan, Mohammad, & Thurasamy, 2017). Personal / Self-ethics is the internalised moral standards of an individual that reflect his or her moral belief in right or wrong (Kurland, 1995; Shaw & Shiu, 2003).

Religiosity is considered to be a required personal dimension, following the model developed by Vitell & Hunt (1993), as it has an influence on customer moral views. (Quoquab, Pahlevan, Mohammad, & Thurasamy, 2017). The ethical issues have often been seen as an important personal component of how people are conscious of an ethical or immoral attitude Besides, the attitude of individuals toward the lawfulness is a mental component in which it has been linked to their moral principles as well as to the concept of choice, use, purchase and sale of goods and services (Quoquab, Pahlevan, Mohammad, & Thurasamy, 2017). In

addition, materialism was closely linked to personal control and encouraged to change the self-representation to a socially appropriate standard (Davidson, Nepomuceno, & Laroche, 2017).

Personal factors in terms of religiosity, ethical consideration and legal behaviour indicate that all these factors have a major negative connection with the customer's intention to buy a counterfeit product, because the higher the degree of personal moral judgement, the less probable it would be to purchase fake items (Quoquab, Pahlevan, Mohammad, & Thurasamy, 2017). Materialism has also found to be an influencing factor of attitude, where the greater the materialism nature of the individual, the lower the attitudes towards fake goods. Meanwhile, the more influencing the personal / self-ethics of the individual, the lower their attitude towards counterfeit goods (Saptalawungan, 2015).

Aspects of personal / self-ethics suggest that individuals who takes control of higher religiousness, ethical responsibility, and lawfulness can have more ethical impact on the individual in terms of respect, admiration, and fear of God, of community, and of law, which prevents individuals from pursuing immoral conduct such as lying, stealing, purchasing, and using fake goods (Quoquab, Pahlevan, Mohammad, & Thurasamy, 2017). Moreover, materialism contributed to the belief that counterfeit is unlawful (Davidson, Nepomuceno, & Laroche, 2017; Furnham & Valgeirsson, 2007). The main explanation for such relationships is the risk of being noticed and making the customer absolutely humiliated (Davidson, Nepomuceno, & Laroche, 2017). Therefore, this study proposes the following hypothesis based on the verification of this influence:

H1: Personal/Self-ethics influence Attitude.
H2: Personal/Self-ethics influence Risk of Embarrassment.

2.2. Value Consciousness

The consciousness of value is described as a matter of paying a lower price for some kind of quality restriction and of having a positive influence over attitudes towards counterfeit goods (Ang, Cheng, Lim, & Tambyah, 2001; Prakash & Pathak, 2017; Bhatia, 2018; Patiro & Sihombing, 2014). When customers are aware of the value of a commodity, they are perceived to be in charge of their purchasing decision (Randhawa, Calantone, & Voorhees, 2015). The current study shows that customer attitudes and behaviours could vary across different circumstances due to various value systems in different product categories (Ting, Goh, & Isa, 2016). Even though the fake product's quality is poorer compared to the authentic brand, its lower price and relatively low standard quality mean that customers find counterfeit products value for the money (Ting, Goh, & Isa, 2016). This condition indicates that value consciousness can have an effect on customer behaviour (Ting, Goh, & Isa, 2016).

Consumers who are conscious of value in order to purchase counterfeit goods prefer to underscore low prices and sacrifice the quality of the product since the basic practical necessity and the substantial value of counterfeit goods has been met (Ang, Cheng, Lim, & Tambyah, 2001; Furnham & Valgeirsson, 2007; Patiro & Sihombing, 2014; Bhatia, 2018).
The outcome of the research by Furnham & Valgeirsson (2007) reinforces earlier studies on consumers who are value-conscious have a more positive attitude towards counterfeit products (Bhatia, 2018). Furthermore, Ting, Goh, & Isa (2016) found out that value consciousness has a positive impact on customer attitudes towards fake items. Based on the confirmation of previous research, this study proposes the following hypothesis:

H3: Value Consciousness influences Attitude.

2.3. Brand Consciousness

Consciousness towards brand described as a psychological orientation of the brand underneath the name of the brand prior to the customer's purchase of the product (Nelson & McLeod, 2005; Shan, Jiang, & Wei, 2016). Consumers who are brand-conscious choose powerful brands to create self-personality and to represent their individuality (Ye, Bose, & Pelton, 2012). According to Wang, Zhang, Zang, and Ouyang (2005), a consumer who is brand-conscious perceived the greater the brand's prestige, the higher the eagerness to purchase counterfeit goods, since the need to show off has been fulfilled (Bhatia, 2018).

Djuhardi & Kusumawati (2017) finds out that brand recognition has a huge effect on attitudes towards counterfeit goods. This relationship is also supported by the research conducted by Sharma & Chan (2011), which has discovered that brand recognition has a huge impact on the attitude towards counterfeits. Since brand consciousness is a determinant of attitude, this research establishes the relationship between brand consciousness and attitude, and proposes the following hypothesis:
H4: Brand Consciousness influences Attitude.

2.4. Social Influence

The influence of social described as how others have an influence on personal perceptions and the processes of decision-making (Teik, Seng, & Xin-Yi, 2015). Moreover, Ang, Cheng, Lim, & Tambyah (2001) also describes social influence as the factor that shapes the purchase behaviour of other people (Bhatia, 2018).

Social influence is evaluated by the much more conscious consumer regarding one's self-image and how they tend to satisfy the expectations of society and express themselves well to others (Bhatia, 2018), and to conduct a social-adjusting role that blends into social circumstances (Wilcox, Kim, & Sen, 2009; Davidson, Nepomuceno, & Laroche, 2017). Since certain people purchase the product in accordance with their social class background, they are concerned about the brand name and buy a specific brand to boost their prestige or social class (Bhatia, 2018).

In some ways, consumers want to buy products after they memorise how other people will see and expect or help them purchase products since they are mindful of their own image and would like to create a positive impression on others (Bhatia, 2018). Given this relationship between social influence and attitude, the following hypothesis is considered:

H5: Social Influence influences attitude.

2.5. Risk of Embarrassment

Embarrassment risk is described as an uncomfortable position for the possession and use of counterfeit goods (Davidson, Nepomuceno, & Laroche, 2017). The embarrassment risk is also defined as the fear that having fake labels will cause harm to self-image, which is humiliating, in some respects, shame (Bian, Wang, Smith, & Yannopoulou, 2016). Moreover, Wee, Ta, & Cheok (1995) described it as fear of being ridiculed as consumers of fake items that would lead to social risks that would be punished for their use (Davidson, Nepomuceno, & Laroche, 2017). The risk of embarrassment does seem to give rise to the existence of self-consciousness, especially humiliation and shame (Bian, Wang, Smith, & Yannopoulou, 2016).

According to the research by Dewanthi (2018), the chance of humiliation associated with social repercussions does not impact the customer's reaction to the buying of fake fashion items. The relationship also explored by Davidson, Nepomucenco, & Laroche (2017) that figures out that the risk of humiliation affects the individual's response to counterfeit goods.

Given previous research, the risk of being discovered to have purchased or used a fake has an influence on their intention to purchase counterfeits (Vida, 2007). The research conducted by Davidson, Nepomucenco, & Laroche (2017) also shows that the risk of embarrassment influences an individual's intention to purchase counterfeits. Based on the relationship done in the previous researches, this study proposes the following hypotheses:

H6: Risk of Embarrassment influences attitude.
H7: Risk of Embarrassment influences Purchase intention.

2.6. Attitude

According to Bagozzi, Gurhan-Canli, & Priester (2002), attitude is the evaluation of a person whose principle has a certain degree of favour (Toklu & Baran, 2017). The customer's proclivity to start behaving well or not continuously towards counterfeit goods is an attitude towards a fake product (Heijden, 2004; Khan, Shabbir, & Majeed, 2017). Moreover, Yoo & Lee (2009) mentioned that attitude could be defined to the extent to which a consumer has a favourable evaluation and is a clear predictor of the person's intent to conduct a particular behavioural assessment (Chuchu, Chinomona, & Pamacheche, 2016). With regard to attitudes towards fake transactions, customers judge their actions on the basis of the attribute of counterfeit goods, including price, convenience and reliability functions (Riquelme & Abbas, 2012; Patiro & Sihombing, 2014). Furthermore, attitude to fake items does have a strong relationship with a desire to buy fake goods (Gentry, Putrevu, & Shultz, 2006; Liao & Hsieh, 2013; Toklu & Baran, 2017; Bhatia, 2018).

H8: Attitude influences Purchase intention.

2.7. Purchase Intention

Purchase intention is defined as the consumer willingness to purchase and is often described as a connection between purchasing behaviour and consumer preferences behaviour (Inkon, 2013; Chuchu, Chinomona, & Pamacheche, 2016). The desire to purchase fake items means an individual's willingness to purchase and ultimately use counterfeit products (Budiman & Wijaya, 2014).

Previous research on fake items reveals that the principal reason people purchase counterfeit items is that customers cannot afford to own original brands because they are overpriced (Franses & Lede, 2010; Patiro & Sihombing, 2014). A cheaper price, brand and product preferences, and an extensive supply of goods are driving factors that drive customers to purchase counterfeit products (Patiro & Sihombing, 2014). Furthermore, the purchasing intention predictors for fake items resulting from also these factors, which are product characteristics, namely price (Wee, Ta, & Cheok, 1995), customer demographic and psychographic (Cordell, Wongtada, & Kieschnick, 1996), desire and situational context (Gentry, Putrevu, Shultz, & Commuri, 2001), cultural and social context (Wilcox, Kim, & Sen, 2009), and lawfulness and ethical aspect (Phau, Sequeira, & Dix, 2009; Jiang & Shan, 2016). Based on all of the hypotheses, the proposed research model is shown below in Figure 1.
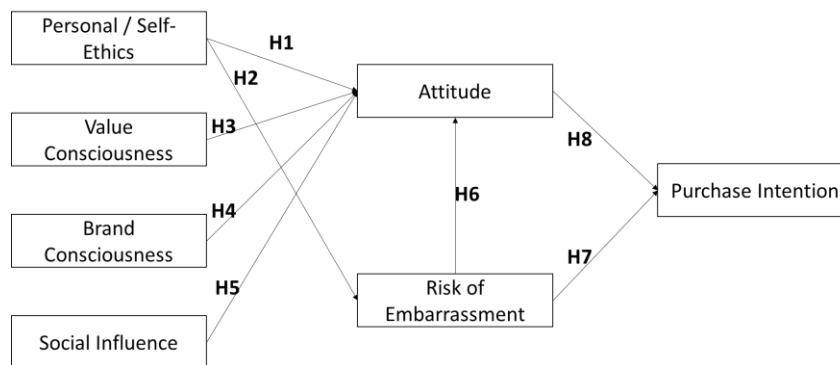

Figure 1 - Research Framework
(Constructed by the researchers)

3. Research Method

The present study is quantitative research, and the questionnaires are used by gathering previous studies that have explored the topic. The statement measurements of the theoretical framework are using the seven-point Likert Scale rank.

The population defines as the entire members who well matched the particular requirement specified for the research study (Alvi, 2016). The population of this research is the millennial consumers in the Greater Jakarta area who have bought counterfeit fashion products. Upon obtaining 215 respondents, non-probability convenience sampling is used in this research. Convenience sampling is used as participants of the sample population are selected on the basis of predetermined parameters such as ease of accessibility, geographical proximity, time availability or willingness to participate (Etikan, Musa, & Alkassim, 2016). There is a total of seven variables which are Personal/Self-Ethics, Brand Consciousness, Value Consciousness, Social Influences, Risk of Embarrassment, Attitude, and Purchase intention that being measured by using 7-point Likert-Scale. The operational definition of variables of this research can be seen in Appendix A.

From a total of 215 respondents, the biggest age group is 18-25 years old with 186 people. Most of the respondents are students with 160 people, while the majority has a monthly income of IDR 1,000,000 – 3,000,000. Apparel, footwear, and accessories are the three categories of counterfeit fashion product the respondents usually purchase. Most respondents purchase counterfeit fashion products once in a couple of years, and they prefer to purchase it from the E-Commerce platform. The complete respondents' profile can be seen in Appendix B.

4. Results and Discussion

There are two tests conducted in this research by using SmartPLS 3.0, namely, the outer (measurement) model and inner (structural) model (Hair Jr, Sarstedt, Hopkins, & Kuppelwieser, 2014). Bootstrapping method is used to test the significance of the path coefficient and loadings.

4.1. Outer Model

The first test of this research is the validity test. There are two types of validity tests, namely, convergent validity and discriminant validity. Convergent validity is confirmed if the loading is >0.70, composite reliability >0.70, and average variance extracted >0.50 (Hair Jr, Sarstedt, Hopkins, & Kuppelwieser, 2014); whereas discriminant validity is confirmed if the variance extracted square root is higher than the correlations (Fornell & Larcker, 1981).

The second test is the reliability test. Reliability test is carried out to prevent ambiguity in the questionnaire. All variables are reliable as the Cronbach's Alpha score are more than 0.70, except for Personal/Self-Ethics with 0.693 which is considered as moderate reliability according to Hinton, McMurray, and Brownlow (2014). Table 1 shows the result of this research's validity and reliability test.

Table 1 - Validity and Reliability Results

		AVE	CR	Cronbach's Alpha
1.	PS	0.520	0.811	0.693
2.	VC	0.541	0.823	0.744
3.	BC	0.746	0.936	0.915
4.	SI	0.661	0.854	0.743
5.	AT	0.671	0.91	0.876
6.	RE	0.798	0.952	0.936
7.	PI	0.772	0.944	0.925

4.2. Inner Model

According to Hair et al. (2014), to examine the structural model, R2, beta, and the corresponding t-values with predictive relevance have to be calculated. The R2 of Purchase Intention is 0.624, which shows that attitude and risk of embarrassment can explain 62.4% of the variance in Purchase Intention.

The next step is to look at the predictors of attitude and risk of embarrassment. The predictors of attitude are Personal/Self-Ethics (β = -0.202, p<0.05), Value Consciousness (β = 0.168, p<0.05), Brand Consciousness (β = 0.258, p<0.05), and Social Influence (β = 0.496, p<0.05). Therefore, it can be concluded that Personal/Self-Ethics is negatively related to attitude. At the same time, value consciousness, brand consciousness, and social influence are positively related to attitude. However, Risk of Embarrassment (β = -0.067, P-value 0.475) has no influence on attitude. Thus, H1, H3, H4, and H5 were supported, and H6 was rejected.

Another predictor of Purchase Intention is Risk of Embarrassment. Thus, it will be the next step to be checked. There is only Personal/Self-Ethics as the predictor of Risk of Embarrassment (β = 0.631, p<0.05). Thus, H2 was supported. The last part is to check the relationship between attitude and risk of embarrassment on Purchase Intention. Attitude (β = 0.790, p<0.05) was positively related to purchase intention. However, Risk of Embarrassment (β = 0.014, P = 0.779) was not significantly influencing purchase intention. Therefore, H7 was not supported, while H8 was supported (Table 2).

4.3. Discussion

The first hypothesis is found to be negatively significant. It means the higher an individual has self-ethics, the lower the attitude towards purchase intention. This result is supported by the previous study by Saptalawungan (2015). Based on the research conducted by Francis, Burgess, and Lu (2015) in their study about cool consumption, millennials see the use of counterfeit goods as enjoyable and a way to go against the norm.

Table 2 - Hypothesis Testing

	Relationship	Estimate	T-Value	P- Value	Decision
H1	PS → AT	-0.202	2.297	0.02	Supported
H2	PS → RE	0.631	15.065	0.00	Supported
H3	VC → AT	0.168	2.359	0.01	Supported
H4	BC → AT	0.258	2.714	0.00	Supported
H5	SI → AT	0.496	6.598	0.00	Supported
H6	RE → AT	-0.067	0.715	0.475	Rejected
H7	RE → PI	0.014	0.281	0.779	Rejected
H8	AT → PI	0.790	25.796	0.00	Supported

Furthermore, the study hypothesised that the Personal/Self-Ethics to be the antecedent of Risk of Embarrassment. The finding demonstrated that Personal/Self-Ethics has a significant influence on the Risk of Embarrassment. In other words, the higher the moral judgment of the individual, the higher they see the risk to be embarrassed if people find them to purchase or own the counterfeit product. This finding is also in line with the research by Davidson, Nepomuceno, & Laroche (2017).

This study also found that attitude is influenced by value consciousness, brand consciousness, and social influence. Millennials are more conscious of the things they purchase and the prices they pay (Glasheen, 2019). The more they are conscious about what they purchase, the more they know the value of the product, and it shapes the attitude towards it. It means if they no longer see the value of the product, the more unfavourable their attitude towards it. Whereas for brand consciousness, millennials find themselves as brand-conscious, and once they found a brand, they tend to stick to it (Chu & Kamal, 2011). The previous research explained that although millennials are brand conscious and having a great desire to own the product, their financial condition becomes the barrier to purchase the authentic product, and leads them to purchase counterfeit ones (Djuhardi & Kusumawati, 2017). Moreover, social influence also has a significant influence on the attitude on counterfeit fashion products, this finding in line with research conducted by Bhatia (2018).

The risk of embarrassment is hypothesised to have a significant relationship with attitude and also purchase intention. However, this study found that both hypotheses are not supported. This hypothesis shows that most of the people are not afraid to use or wear counterfeits and they still purchase it. It is because there are so many types of counterfeit, and it makes people hard to distinguish the original one. Even a high-rank official in Retail, Amy Goldsmith, a partner in the retail group and co-chair of Tarter Krinsky & Drogin found it is hard to differentiate counterfeit from the original, even though there are quality differences such as label or packaging (Zaczkiewicz, 2016). Therefore, it makes the consumers feel safer to purchase counterfeits because it is hard to even for the professional to distinguish it. This hypothesis shows an interesting phenomenon in this study. People are aware of ethical consideration, and it may affect them to the risk of embarrassment. However, it will not stop them from having an unfavourable attitude or lowering their counterfeit fashion product purchase intention. It may happen due to the popularity if counterfeit products, which normalised the use of it.

The last hypothesis is that attitude has a significant influence on purchase intention. This study found this hypothesis to be supported. It confirms the theory of planned behaviour (Ajzen & Fishbein, 1980). Besides, this result is also in line with extensive studies by Gentry, Putrevu, & Shultz (2006), Liao & Hsieh (2013), Toklu & Baran (2017), and Bhatia (2018) that points out that attitude does have a positive impact on the intention to purchase a counterfeit product

5. Conclusion and Implications

As a result of data analysis, two out of eight hypotheses are rejected, which are the risk of embarrassment towards attitude (H6), and the risk of embarrassment towards purchase intention (H7). However, as for personal/self-ethics towards attitude (H1), personal/self-ethics towards the risk of embarrassment (H2), value consciousness towards attitude (H3), brand consciousness towards attitude (H4), social influence towards attitude (H5), attitude towards purchase intention (H7) are accepted.

This study suggests future research to add another variable, which are consumer involvement, financial, or income background. The research conducted by Quoquab, Pahlevan, Mohammad, & Thurasamy (2017) found that consumer involvement with the product, gender, and ethnicity as other variables that can be included in the extended model as moderator. It is because the more consumer involved with the product, the more they are worried about purchase decision and the higher risk aversion will be. Meanwhile, Ha and Tam (2015) found that inside individual factor adjusting an individual to have more appropriate consumption following their income condition.

Secondly, this research focused on the millennials; however, nowadays, Generation Z (Gen-Z) is already starting to have the ability to purchase something by themselves because they have started to work or received their monthly allowance. Based on a prior study conducted by Simangunsong (2018), Gen-Z is more likely to immediately spend their money if they have the desire for a particular product. Also, by having perceptions of lower prices and varieties of products, it has a bigger chance for them to buy counterfeits. So, Gen-Z can be the concentration of sampling for future research.

Finally, this study was carried out in the Greater Jakarta area. Thus, it cannot necessarily be generalised to represent the entire population of Indonesia. Future research may complement this study by providing empirical evidence from other regions in Indonesia or enlarge the sample.

6. Funding

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