

**COMPARATIVE RESEARCH OF CONSUMER PURCHASE INTENTION TOWARDS ORIGINAL AND COUNTERFEIT PRODUCT OF NIKE SHOES IN MANADO***PENELITIAN KOMPARATIF NIAT BELI KONSUMEN TERHADAP PRODUK NIKE ASLI DAN TIRUAN DI MANADO*

By

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**Abstract:** Counterfeit products have spreads worldwide, and Indonesia is no exception. Nowadays, the Original and Counterfeit Product has a similarity appearances and can make consumer difficult to distinguish the difference between Original and Counterfeit product, especially for footwear product. Nike shoes is one of 3 most popular footwear product that has been counterfeiting and There are so many users of Nike Shoes in Indonesia, especially in Manado. This study is aim to know the significant different between Original and Counterfeits product of Nike Shoes Based on Consumer Purchase Intention. The method in this study is quantitative method by used independent sample t-test as the analyzing tools. Samples used in this research are 100 respondents and gathered from questionnaires. The data is analyzed by using SPSS Software. The result show that there is significant difference between Original and Counterfeit product based on the variables of Purchase intention, which is Product Quality, Price, Personal Appearance, Social Influence, and Brand Image. The research recommends for consumer that have intention to buy Nike Original and Counterfeit to choose product based on the variables of Purchase Intention.

**Keywords :** *purchase intention, product, originality, counterfeit, product quality, price, personal appearance, social influence, brand image*

**Abstrak:** Produk palsu telah menyebar keseluruh dunia, dan Indonesia tidak terkecuali. Saat ini, Produk Asli dan Palsu memiliki kemiripan penampilan dan dapat membuat konsumen sulit membedakan antara produk Original dan Palsu, terutama untuk produk sepatu. Sepatu Nike adalah satu dari 3 produk sepatu yang paling populer yang telah dipalsukan dan ada begitu banyak pengguna sepatu Nike di Indonesia, terutama di Manado. Penelitian ini bertujuan untuk mengetahui perbedaan yang signifikan antara produk sepatu Nike yang Asli dan Palsu berdasarkan pada niat beli konsumen. Metode dalam penelitian ini adalah metode kuantitatif dengan menggunakan Independent Sample T-Test sebagai alat analisa. Sampel yang digunakan dalam penelitian ini adalah 100 responden, dan datanya didapat melalui kuesioner. Data dianalisa dengan menggunakan software SPSS. Hasil penelitian menunjukkan bahwa terdapat perbedaan yang signifikan antara produk Asli dan Produk Palsu berdasarkan variable Niat Pembelian, yaitu Kualitas Produk, Harga, Penampilan Pribadi, Pengaruh Sosial, dan Citra Merek. Penelitian ini merekomendasikan konsumen yang memiliki niat untuk membeli produk sepatu Nike Asli dan Tiruan untuk memilih produk sesuai dengan variable-variabel dari niat beli.

**Kata Kunci :** *niat beli, produk, keaslian, tiruan, kualitas produk, harga, penampilan pribadi, pengaruh sosial, citra merek*

## INTRODUCTION

### Research Background

In this era of globalization, many companies compete not only to get profit but also makes people aware with their brand by making innovations to the products they sell because innovation is an important factor in a business. Many businesses try to deliver their uniqueness and creativity to attract customer. However, innovation alone is not enough, because uniqueness and creativity can be imitated by not only competitors but also counterfeiters.

Counterfeits become a serious threat to genuine and legitimate industries especially when consumers knowingly buy them. According to The Organization of Economic Cooperation and Development's (OECD) the growth rate of counterfeiting and piracy business is 15% annually. If some appropriate measures are not taken, it will increase its value up to \$960 bn. by 2015 (Frontier Economics, 2011).

Counterfeit products have spreads worldwide, and Indonesia is no exception. Losses due to rampant counterfeiting accounted to 43.2 trillion rupiah in Gross Output and 34.2 trillion rupiah in GDP (GBG Indonesia, 2013). During the economic crisis, when consumers' income has dropped, a large proportion of consumers began looking for ways to obtain the same or similar consumer goods at a lower price, while maintaining their consumer behavior. The resulting situation has increased demand for illegal goods and therefore stimulated the growth of shadow economy.

In Fashion Industry, counterfeit goods can be found in a number of products, such as clothing, shoes, watches, leather goods, and jewelry products (Yoo and Lee, 2009). Shoes are kind of footwear items that was produced to comfort human foot while doing various activities. Shoes are also used as item decoration. Shoes have traditionally been made from leather, wood or canvas, but are increasingly made from rubber, plastic, and other derived material.

Among those Fashion Brands on Leather & Footwear sectors, Nike is one of the well-known brands to be counterfeited. In Indonesia, the number of counterfeited Nike cannot be found. Nike is one of the most counterfeited goods in Indonesia. Due to that, Nike products can be imitated easily by the counterfeiters, resulting in high amount of pirated product. In Manado, there are many counterfeit products of shoes that can be found in some place even in mall and department store.

In Manado, Nike is one of the popular brand shoes and high demanded by consumers. Good design, attractive colors, quality materials, and well-known brands make consumers have intention to buy it. The influences from the social environment also can make consumer intent to buy a product by recommendation or suggestion. Original Nike shoes product has expensive price for people who have medium-low income. That expensiveness of Nike shoes product will drive the customers to choose counterfeit Nike shoes because the features are not really different with the original and sold at lower price compare to the original one.

Therefore, Based on the background, this study will analyze the consumer buying intention, especially people in Manado toward original and counterfeit product by use Nike shoes that considered as the one of popular brand in Manado with the title of this research is Comparative Analysis of Consumer Purchase Intention Towards Original Versus Counterfeit Product of Nike Shoes in Manado.

### Research Objectives

Based on research problem, the objectives of this research is to find out a significant :

1. Differences of consumer's purchase intention between original and counterfeit product of Nike shoes based on Product Quality
2. Differences of consumer's purchase intention between original and counterfeit product of Nike shoes based on Price Quality Inference
3. Differences of consumer's purchase intention between original and counterfeit product of Nike shoes based on Personal Appearances
4. Differences of consumer's purchase intention between original and counterfeit product of Nike shoes based on Social Influence
5. Differences of consumer's purchase intention between original and counterfeit product of Nike shoes based on Brand Image

## THEORITICAL FRAMEWORK

### Marketing

According to Kotler and Amstrong (2010), marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.

**Purchase Intention**

Purchase intention is a series of choices made by a consumer prior to making a purchase that begins once the consumer has established a willingness to buy (Dodds, Monroe, and Grewal, 1991).

**Product Quality**

According to Kotler (2004), product quality is one of most important positioning tools. Quality has a direct impact on the performance products and services and has a close relationship with the customer value and satisfaction.

**Price Quality Inference**

Inference of quality by the price level is a common among consumers and it is an important factor in consumer behavior (Chapman and Wahlers, 1999).

**Personal Appearances**

Similarities in appearance, quality, and image that created by counterfeit product compared to the original product are important in influencing purchase intention Consumers, who buy luxury/original brands products, consider the impression they make to others (Penz and Stöttinger, 2005).

**Social Influence**

Social influence can be defined as change in an individual's thoughts, feelings, attitudes, or behaviors resulted from interaction with other individual or a group. It is the process by which individuals make real changes to their behaviors as a result of interaction with others.

**Brand Image**

Brand image by Supranto and Limakrisna (2007) is what customers think or feel when they hear or see the name of a brand or essentially what the customer has learned about the brand.

**Product**

According to Kotler and Amstrong (2004) product is everything that can be offered to the market to be noticed, owned, used, or consumed that can satisfy the needs or desires.

**Originality**

The common conception of the meaning of 'original' is something that is new, not done before. In fact, 'original' is defined as existing from the first; primitive; earliest; not imitative or derived; creative.

**Counterfeit**

Counterfeit is the fake replica of the original one (Hadiwijaya, 2015).

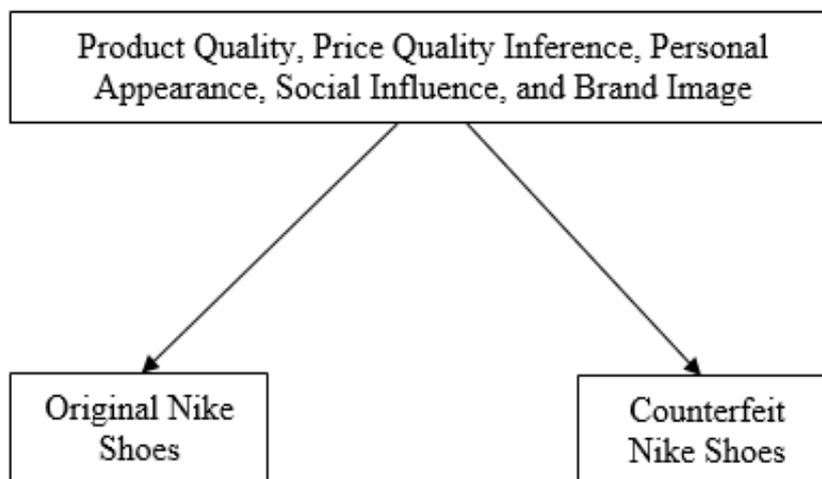
**Previous Research**

Chaudary, Ahmed, Gill, and Rizwan (2014), used counterfeit shoes, attitude towards buying counterfeit shoes, and counterfeiting as variables. The method of this research is quantitative method. The results of our study do not support the influence of value consciousness and social status upon attitude of the consumers towards buying counterfeit shoes; rather we found a negative and insignificant relationship of value consciousness and attitude towards buying counterfeit shoes. While there is an insignificant relationship found between social status and attitude towards buying counterfeit shoes.

Triandewi and Tjiptono (2013) used the variables of counterfeit luxury brands, original luxury brands, and fashion products. The method that is using in this research is quantitative method. The results indicated that past purchases and personal characteristics were significant predictors of consumer intention to buy counterfeits, while consumer attitudes toward the hedonic benefits of counterfeit purchase were not related to the dependent variable.

Hadiwijaya (2015), used counterfeit products, intention to purchase, and price quality inference as the variables and quantitative as the method. The result shows that attitude, price quality inference, past purchase, personal appearance, and social influence has significant impact on consumer intention to purchase original and counterfeit product. Meanwhile, price quality inference is the most influencing factor affecting consumer's intention to purchase both original and counterfeit.

## Conceptual Framework



**Figure 1. Conceptual Framework**

Source: *Conceptual Theory (2018)*

## RESEARCH METHODOLOGY

### Type of Research

Type of research of this research is Comparative Research that using quantitative method. Comparative analysis is conducted mainly to explain and gain a better understanding of the causal processes involved in the creation of an event, feature or relationship usually by bringing together variations in the explanatory variable or variables. Quantitative research is predominantly used as a synonym for any data collection technique that generates or uses numerical data.

### Place and Time of Research

This research was conducted in Manado for two months, from October to November 2017.

### Population and Sample

The population in this research is the people that do not have any experienced in using counterfeit or original product of Nike Shoes in Manado. This study used 100 respondents as the sample.

### Data Collection Method

Primary data of this study is the result of questionnaire on consumer purchase intention between original versus counterfeit product of Nike Shoes. The secondary data is taken from books, journals, and relevant literature, from library and internet.

### Operational Definition of Research Variable

Purchase intention as the independent variable have 5 sub-variables, that are product quality, price, personal appearance, social influence, and brand image. The variables are related to purchase intention and are important to get deeper insight and build a solid foundation for the study. The 5 sub-variables can build an intention to buy a product, whether it is original or counterfeit.

## Data Analysis Method

### Validity and Reliability Test

The validity test by comparing correlation index in pearson product moment with significance level of 5% it can be seen valid or not a research instrument. If probability of correlation is less than 0.05 (5%) then the research instrument is stated as valid. The validity testing used for make sure that the data and its result is valid. The reliability testing is used for make sure the data is reliable. The reliability test in this research uses Alpha Cronbach. If Alpha is less than 0.6 then it is unreliable. The interpretation of Alpha Cronbach is :

1. <0.6 indicates unsatisfactory internal consistency or consider that the data is unreliable
2. 0.7 indicates that the data acceptable
3. 0.8 indicates good internal consistency or consider that the data resulted is reliable

### Normality Test

The normality is a way to know whether the data distributed is normal or not. Probabilities > 0.05 mean the data are normal. Probabilities > 0.05 mean the data is normal distributed.

### Independent Sample T-Test

Independent Sample t-test evaluates the difference between the means of two independent or unrelated groups. This evaluate whether the means for two independent groups are significantly different from each other. The independent sample t-test is commonly referred to as a between-group design, and can also be used to analyze a control and experimental group.

## RESULT AND DISCUSSION

### Validity Test

**Table 1. Validity Test of Original Product**

	X1	X2	X3	X4	X5	Total
Product Quality	1	.558**	.644**	.421**	.711**	.838**
Price	.558**	1	.487**	.293**	.561**	.712**
Personal Appearance	.644**	.487**	1	.451**	.730**	.855**
Social Influence	.421**	.293**	.451**	1	.450**	.667**
Brand Image	.711**	.561**	.730**	.450**	1	.876**
Total	.838**	.712**	.855**	.667**	.876**	1

Source : SPSS Output (2017)

From Table 1, it can be seen that the value of correlation index for the relationship between independent variable which is consumer purchase intention (product quality, price, personal appearance, social influence, and brand image) with the original product are more than 0.3 and below the significant level of 5%. All of variables shows a positive relationship. Therefore, the data is considered as valid.

**Table 2. Validity Test of Counterfeit Product**

	X1	X2	X3	X4	X5	Total
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Product Quality	1	.416**	.685**	.419**	.421**	.782**
Price	.416**	1	.300**	.296**	.176	.587**
Personal Appearance	.685**	.300**	1	.488**	.503**	.796**
Social Influence	.419**	.296**	.488**	1	.638**	.790**
Brand Image	.421**	.176	.503**	.638**	1	.742**
Total	.782**	.587**	.796**	.790**	.742**	1

Source : SPSS Output (2017)

From the Table 2, it also can be seen that the correlation between independent variable which is purchase intention (quality, price, personal appearance, social influence, and brand image) and counterfeit product have a positive relationship. Therefore, the data also considered as valid.

### Reliability Test

**Table 3. Reliability Test Result**

Cronbach's	N of Items
Alpha	
.863	5

Source : SPSS Output (2017)

The SPSS output of reliability test shows that the value of Cronbach's Alpha of 5 items used in this research is 0.863. The data is considered as reliable, since the value of Cronbach's Alpha is 0.8, which is reliable. > 0.8 indicates good internal consistency or consider that the data result is reliable.

### Normality Test

**Table 4. Kolmogorov-Smirnov Test of Original Product**

	Original
Kolmogorov-Smirnov Z	1.177

Source : SPSS Output (2017)

**Table 5. Kolmogorov-Smirnov Test of Counterfeit Product**

	Counterfeit
Kolmogorov-Smirnov Z	.775

Source : SPSS Output (2017)

Based on the Table 4 and 5 shown that significant value is more than 0.05 which means the data is normally distributed. The normality test of Original Product is 1.177 and Counterfeit Product is 0.775.

### Independent Sample T-Test

**Table 6. Independent Sample T-Test Result**

		t-test for Equality of Means							
		t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Interval of the Difference	Confidence of the Difference	
							Lower	Upper	
Product Quality	Equal variances assumed	12.662	198	.000	4.17000	.32933	3.52056	4.81944	
	Equal variances not assumed	12.662	196.304	.000	4.17000	.32933	3.52053	4.81947	
Price	Equal variances assumed	-7.306	197.759	.000	-2.36000	.32304	-2.99704	-1.72296	
	Equal variances not assumed	-7.306	197.759	.000	-2.36000	.32304	-2.99704	-1.72296	
Personal Appearance	Equal variances assumed	7.787	198	.000	2.95000	.37883	2.20295	3.69705	
	Equal variances not assumed	7.787	184.307	.000	2.95000	.37883	2.20260	3.69740	

	Equal variances							
		2.653	198	.009	1.01000	.38074	.25917	1.76083
Social	assumed							
Influence	Equal variances	2.653	197.612	.009	1.01000	1.01000	.25916	1.76084
	not assumed							
	Equal variances		198					
		10.487		.000	3.64000	.34709	2.95552	4.32448
Brand	assumed							
Image	Equal variances	10.487	193.342	.000	3.64000	.34709	2.95542	4.32458
	not assumed							

Source :SPSS Output (2017)

Table 6 shows that there is a significant differences between Original and Counterfeit product based on Consumer Purchase Intention, which is Product Quality, Price, Personal Appearance, Social Influence, and brand Image. From Table 4.6, it is found that Sig. (2-tailed) of variable Product Quality is  $0.00 < 0.05$ , which means there is significant difference between the Product Quality of Original and Counterfeit Product of Nike Shoes, seen from the quality of material, performance and also durability of the product.

Price, as the second point of Table 6 shows that the Sig. (2-tailed) of variable Price is  $0.00 < 0.05$  which means, there is a significant difference between Price of Original and Counterfeit product of Nike Shoes. The differences are the high price and lower price, which is original have higher price than their counterfeit.

The third point in Table 6, which is Personal Appearance, shows that there is significant difference between Original and Counterfeit product based on Personal Appearances. The value of Sig. (2-tailed) is 0.00 and it is less than 0.05 ( $< 0.05$ ). The difference is the confidence, comfortability, and pretigious of consumer that using the Original and Counterfeit Product of Nike Shoes.

Fourth point in Table 6, Social Influence, indicates that the value of Sig. (2-tailed) is  $0.009 < 0.05$  which means there is significant difference of Original and Counterfeit Nike Shoes, based on Social Influence. The difference is social environment and recommendation from their family or friends that makes them think to used Original and Counterfeit Product Of Nike Shoes.

The last point in table 6, which is Brand Image, shows that there is significant difference between Nike Original and Counterfeit. The value of Sig. (2-tailed) is 0.00 which is less than 0.05 ( $< 0.05$ ). The difference is the reputation between those product, where the Original Nike shoes has good reputation than Counterfeit.

## Discussion

The Fashion Industry is one of the most progressing industries in the world. Nike is one of fashion product that has been counterfeited in Indonesia. Due to that, Nike products can be imitated easily by the counterfeiters, resulting in high amount of pirated product. Fashion companies are often introduced new fashion product that can be trend and have good quality. Price is one of the consumer considerations when buy a product. To buy a product fashion like Nike, consumer also consider about the Price, especially for the counterfeit. The consumer's personal appearance also can affect the purchase intention. They search and buy product that can make them feel comfortable and more confidence. The Social Infulences also can affect the purchase intention. The social environment can make consumer have intention to buy a product. The brand image also can affect the purchase intention. The popular of brand image can drive people to have intention of buying.

The purpose of this research is to find the differences in Consumer Purchase Intention between Original and Counterfeit Product of Nike Shoes in Manado. This research is to analyze the differences between two object based on Product Quality, Price, Personal Appearance, Social Influence, and Brand Image.

The results indicates that there is a significant difference between original and counterfeit product of Nike Shoes based on Product Quality, Price, Personal Appearances, Social Influences, and Brand Image. Many people know that the quality of original product is higher than counterfeit. Original product have good quality of material, long life, and the design also looks better than Counterfeit, which doesn't have quality of material, easy damaged, and the design also not as nice as the Original one. The price of original product is higher than counterfeit, because of the quality inside the product. The Original shoes product has good quality of material, which makes the product more expensive than the Counterfeit, which used bad quality of material. To used good quality of material, the company must spend a lot of money to buy that material. While counterfeit uses bad quality of product due to the lack of financial.

Personal appearances of consumer can be seen by the confidence, comfortability, and prestigoues of product. Nike Original can make people feel more confidence and comfort, also looks more prestigoues. While, Nike Counterfeit only can make consumers feel comfort, but not confidence and prestigoues, because the quality and design is different than the Original product. The influence by social environment may affect the intention of purchasing by giving recommendation, suggestion, and also by other people that use Nike. The Brand Image can be measured by the reputation, trust, and awareness. Most people know that Original Product has good reputation than the Counterfeit. The Trust between this two objects also different, where people more trust the Original product than the Counterfeit. While the awareness of Original and Counterfeit product is same.

## CONCLUSION AND RECOMMENDATION

### Conclusion

1. There is significant differences between original and counterfeit product of Nike Shoes based on product quality.
2. There is significant differences between original and counterfeit product of Nike Shoes based on price.
3. There is significant differences between original and counterfeit product of Nike Shoes based on personal appearance.
4. There is significant differences between original and counterfeit product of Nike Shoes based on social influence.
5. There is significant differences between original and counterfeit product of Nike Shoes based on brand image.

### Recommendation

1. This research recommend the consumer to choose Original Product than the. When consumer wants to buy a product, consumer can assess the product by see the Product quality, price, personal appearance, social environment, and the image of brand as the consideration before buy a product, whether it is Original or Counterfeit.
2. The counterfeit product is an imitation product of the original. The bad quality of product can be disadvantage to consumer and also for the country. It is necessary to know the comparison between Original and Counterfeit product to reducing the level of losses that experienced by consumer and also this country.

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