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**THE INFLUENCE OF REFERENCE GROUPS, FAMILY, ROLES AND STATUS ON CONSUMER PURCHASE INTENTION OF COUNTERFEIT WATCHES IN MANADO****PENGARUH KELOMPOK REFERENSI, KELUARGA, PERAN DAN STATUS TERHADAP NIAT BELI KONSUMEN PADA JAM TANGAN IMITASI DI MANADO**

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**Abstract:** *The objective of this study is to understand the influence of reference groups, family, and roles & status consumer purchase intention of counterfeit watches in Manado. The data was collected from 100 respondents that purchase counterfeit watches and multiple regression analysis was used to test the relationship among variables. The result reveals that Role and Status have significant influence to the consumer purchase intention of buying counterfeit watches in Manado. This characteristic gives a big influence to the retailer of original product for to hold the retailer of counterfeits sells. The author recommends to original brand company or retailer should improve their knowledge about how to attract the intention of consumer in manado to consume original product. Businesses have to spend their concern to give customer who just purchase from their shop or services to give them enchantment after from the shop. Also find out some strategy and tactics to keep selling original product without making the consumer think the product is too expensive, thus making them buy alternative goods which is nothing but counterfeit goods.*

**Keywords:** *Counterfeiting, Counterfeit Shoes, Reference Group, Family, Roles and Status, Consumer Purchase Intention*

**Abstrak:** *Tujuan dari penelitian ini adalah untuk mengetahui pengaruh kelompok rujukan, keluarga, peran & status pada niat beli konsumen terhadap jam tangan imitasi di Manado. Data dikumpulkan dari 100 responden yang membeli jam tangan imitasi dan analisis regresi berganda digunakan untuk menguji hubungan antar variabel. Hasil penelitian menunjukkan bahwa Peran dan Status berpengaruh signifikan terhadap niat beli konsumen untuk membeli jam tangan imitasi di Manado. Karakteristik ini memberi pengaruh besar untuk pengecer product orisinil untuk menahan penjualan pengecer barang imitasi. Penulis merekomendasikan kepada pengecer atau perusahaan merek orisinil harus meningkatkan pengetahuan mereka tentang bagaimana menarik minat konsumen manado untuk mengkonsumsi produk orisinil. Para pebisnis harus mengeluarkan perhatian mereka untuk memberi pelanggan yang baru saja membeli dari toko atau layanan mereka pesona setelah berbelanja. Juga cari tahu beberapa strategi dan taktik untuk terus menjual produk orisinil tanpa membuat konsumen menganggap produknya terlalu mahal, sehingga membuat mereka membeli barang alternatif yang tak lain adalah barang imitasi.*

**Kata Kunci:** *Pemalsuan, Sepatu Palsu, Grup Referensi, Keluarga, Peran dan Status, Niat beli Konsumen.*

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## INTRODUCTION

### Research Background

Nowadays, along with globalization and technological development as well as social media, people are more concerned about fashion. In daily life, fashion has many types, from luxury fashion until street fashion. Therefore, people see fashion as something that can support them to let other people notice their attractiveness through what they use or wear, in other words market their selves. In this case, watches can be drawn as an example of a fashion product that supports people currently in general and also for daily looks.

Since 19<sup>th</sup> century, crime of counterfeiting goods have grown astronomically and occurred all around the world. The phenomenon of counterfeiting and consumption of counterfeit products in the consumer market is getting difficult to stop, the ease of consumers buys various fake products in traded through the technology of the internet, there are 20,000 Internet sites and 10-20% of the products offered on the internet fake (Sahin and Atilgan,2011). So that nearly 40% of Internet users shop counterfeit products through the internet site (Radon,2012).

This research takes place in Manado, because considering that it has a significant economic growth in all sectors and the growth of welfare, which means the buying ability, is increasing. According to statistic, population of Manado city is 522.052 people (BPS Manado, 2016). Manado is a city that contains people with high taste and modern lifestyle. This is proven by the rise of luxury brands that began to enter the market of Manado. The tendency of people in Manado to follow the trend is really high. In order to fulfill their own desire to have the exclusive watches, even though the exclusive watches are too expensive they will buy it. Several of them do not care about the genuineness of the watches they purchase. Sometimes, they will still buy it even though they actually know the watches are counterfeit. This happens when they do not have enough money to purchase the authentic products. One characteristic of counterfeit watches is the price much affordable than the price of the authentic watches.

The social factors are often influence consumer purchases. The phenomenon of counterfeit famous watches brands in Manado make the researcher interested in analyzing social factors, such as reference groups, family, social roles and status influence their decision on purchasing counterfeits especially the counterfeit watches.

### Research Objective

The objective of this research is to find out the influence of: (1) Reference groups, family, social roles and status simultaneously to consumer purchasing intention of counterfeit watches. (2) Reference group to consumer purchasing intention of counterfeit watches. (3)Family to consumer purchasing intention of counterfeit watches. (4) Social roles and status to consumer purchasing intention of counterfeit watches.

## THEORETICAL FRAMEWORK

### Consumer Behavior

Peter & Olsen (2009:5) Consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption process. These include comments from other consumers, advertisements, price information, packaging, product appearance, and many others.

### Customer Characteristics

Kotler, et.al (2005:139) divided the consumer characteristics into four factors as follow: (1) Cultural Factors is the set of basic value, perception, wants and behaviors learned by a member of society from family and other institution. (2) Social Factors: A consumer's behavior also is influenced by social factors, such as the consumer's small groups, family, and social roles and status. (3) Personal Factors: A consumer's decisions also are influenced by personal characteristics such as the consumer's age and life cycle stage, occupation and

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economic situation, lifestyle, Personality. (4) Psychological Factors: A consumer's buying choices are further influenced by four major psychological factors: motivation; perception; learning; and beliefs and attitudes.

### **Social Factors**

(1) Reference Group: Where reference group influence is strong, marketers must determine how to reach and influence the group's opinion leaders. Marketers try to reach them by identifying their demographic and psychographic characteristics, identifying the media they read, and directing messages to them. (Kotler,2012); (2) Family :In the United States, husband-wife engagement in purchase has traditionally varied widely by product category. The wife has usually acted as the family's main purchasing agent, especially for food, sundries, and staple clothing items. Now traditional purchasing roles are changing, and marketers would be wise to see both men and women as possible targets (Kotler, 2012); (3) Roles and Status: We each participate in many groups family, clubs, organization. Groups often are an important source of information and help to define norms for behavior. We can define a person's position in each group in terms of role and status. A senior vice president of marketing may be seen as having more status than an office clerk. People choose products that reflect and communicate their role and their actual or desired status in society. Marketers must be aware of the status-symbol potential of products and brands (Kotler, 2012).

### **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.

### **Purchase Intention**

Halim and Hameed (2005) explain purchase intention as the number of patrons that has a proposal to buy the products in future and make repetition purchase and contract again to specific product. While, Kang and Jin (2011) explains purchase intention relating four behaviors of consumer including the undoubted plan to buy the product, thinking unequivocally to purchase the product, when someone contemplate to buy the product in the future, and to buy the specific product utterly.

### **Counterfeit Product**

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. 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.

### **Previous Research**

Factors influencing attitudes and intention to purchase counterfeit luxury brands among Indonesian consumers by Hidayat & Diwasasri (2013) This paper study mainly discussed the effect of social factors and personality factors towards consumer attitudes to buy counterfeit product. This study is focused on counterfeit handbag. They found that antecedents of social and personality factors mostly have significant effect on attitudes towards counterfeit products of Indonesian consumers.

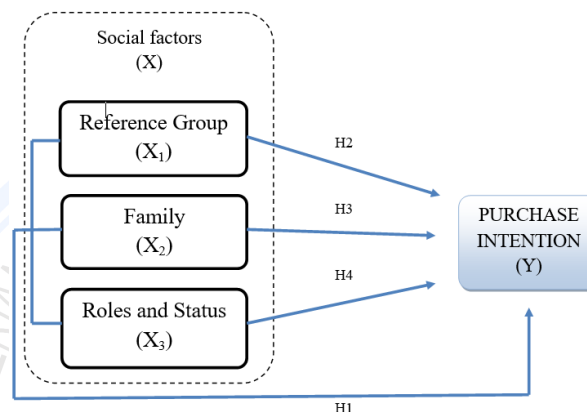
Reference group, family, roles and status on young consumer purchase intentions of luxury fashion brands by Agung Kembau (2014) found that reference groups, family, and roles & status have a significant

effect to the young consumer purchase intention on luxury fashion brands. A multiple regression analysis was used in an attempt to predict, the number of research sample are 100 respondent taken from people in Manado as young consumers.

Emerging consumer orientation, ethical perceptions, and purchase intention in the counterfeit smartphone market in China by Tiger Li & Bruce Seaton (2015) A survey sample of 472 respondents was collected at two electronics malls in Beijing and Shanghai. Researcher analyzed the indicate that emerging consumer orientation has a positive influence on perceived unethicity and perceived social consequences in contrast to a negative impact from traditional consumer orientation. Subsequently, the two perceptual factors are found to be negatively related to intention to buy a counterfeit smartphone.

### Conceptual Framework

Conceptual framework, based on previous section, the variables and theoritical relationship in this research can be systematically formed at Figure 1



**Figure 1 Conceptual Framework**

Source: *Theoretical Frameworks*, 2017

This research is to analyze about the influence of reference groups, family, social roles and status on purchasing counterfeits especially the counterfeit watches.

## RESEARCH METHOD

### 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.

### Place and Time of Research

This research has conducted in Manado during October - November 2017.

### Population and Sample

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. Test samples of the research a total of 100 questionnaires were distributed to respondent. The sampling method is convenience

sampling. The convenience sampling according to Malhotra (2010) is a non-probability sampling technique that attempts to obtain a sample of convenient elements.

### **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. The primary data of this study gets from the results of questionnaires. The questionnaires are distributed to respondents so they can respond directly on the questionnaires. There are two sections in the questionnaires that should be filled in by respondents. The first section asked about respondent identities and the second section asked about things that related with the variables.

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.

### **Data Analysis Method**

#### **Validity and Reliability**

Validity test used to measure the validity of the questionnaire. To analyze that, Pearson Product Moment was used. If probability of correlation is less than 0.05 (5%) then the research instrument is considered valid. This reliability test in this research used Alpha Cronbach. If Alpha is less than 0.6 then it is unreliable.

#### **Multiple Regression Analysis Model**

Cooper and Schindler (2001:767) stated that multiple regressions analysis is a technique to observed value more than one X to estimate or predict corresponding Y value. Multiple regressions is a descriptive tool used to (1) develop a self-weighting estimating equation by which to predict values for a dependent variables, (2) control confounding variables to better evaluate the contribution of other variables, or (3) test and explain a causal theory.

#### **Classical Assumption Test**

Classic assumption test divided into four steps, which are normality test, auto-correlation test, multicollinearity test, heteroscedasticity test. The purpose of classic assumption test is to deliver Best Linear Unbiased Estimator or BLUE. This BLUE indicates that the regression model contain no problem and can be proved as a valid data.

The following below mentioned four steps to complete the classical assumption test, that are: (1) Normality Test, (2) Multicollinearity, (3) Heteroscedasticity, (4) Test of Hypothesis.

## **RESULT AND DISCUSSION**

### **Result**

#### **Demographic Analysis**

Firstly, by looking at the gender analysis, the number of respondents in this research was 52% female and 48% male. At age demographic, the largest number of sampled respondents 48% comes from age 21-25 years and then followed by age <20 years (22%), 26 - 30 years (9%), 31 - 35 years (12%) and the last is >36 years are 9% of respondents. Many of respondents are in age 21-25 years. At occupation level, the respondents are 10% Students, 52% college student, 15% employees, 12% private, and 11% others. College students are significant respondent, it can be used as an indication for the needs of college student for counterfeit watch are high. Income level, described that the largest number of sample respondent ares 38% of respondent have salary under Rp. 1.000.000, and then followed 34% of respondent have salary around Rp. 1.000.001 – Rp. 2.500.000, and 28% of respondent have salary above Rp. 2.500.001.

**Reliability and Validity Test**

**Validity Test**

**Table 1 Validity Test Reference Group**

		Correlations	
		Variable_1	
Variable 1	Statement 1		.608**
	Statement 2		.851**
	Statement 3		.866**
<b>Family</b>		<b>Correlations</b>	
		Variable_2	
Variable 2	Statement 1		.809**
	Statement 2		.862**
	Statement 3		.775**
<b>Role and Status</b>		<b>Correlations</b>	
		Variable_3	
Variable 3	Statement 1		.858**
	Statement 2		.831**
	Statement 3		.689**
<b>Purchase Intention</b>		<b>Correlations</b>	
		Variable_4	
Variable 6	Statement 1		.803**
	Statement 2		.838**
	Statement 3		.759**

Source: Data processed, 2017

From the table above can be seen, that the correlation index is greater than 0.3 and below the significance level of 5% therefore the data is considered as valid.

### Reliability Test

Table 2 Reliable Test

Reference Group (X1)	Reliability Statistics	
	Cronbach's Alpha	N of Items
	.818	4
Family (X2)	Reliability Statistics	
	Cronbach's Alpha	N of Items
	.833	4
Role and Status (X3)	Reliability Statistics	
	Cronbach's Alpha	N of Items
	.825	4
Consumer Purchase Intention (Y)	Reliability Statistics	
	Cronbach's Alpha	N of Items
	.826	4

Source: Data processed, 2017

In this research shows that Alpha Cronbach for reference group is 0.818, family is 0.833, role and status is 0.825, and consumer purchase intention is 0.826. 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.

### Result of Multiple Linear Regression Analysis

Table 3 Multiple Linear Regression Output

Model	Coefficients <sup>a</sup>			
	Unstandardized Coefficients		Standardized	t
	B	Std. Error	Coefficients	
			Beta	Sig.

1	(Constant)	3.467	1.085		3.194	.002
	Reference Group	.154	.083	.186	1.864	.065
	Family	.139	.083	.152	1.669	.098
	Roles and Status	.462	.092	.461	5.035	.000

a. Dependent Variable: Consumer Purchase Intention

Source: Data processed, 2017

The equation is as follow:

$$Y = 3.467 + 0.154X_1 + 0.139 X_2 + 0.462X_3$$

The interpretation of the equation is :

Constant 3.467 shows the influence of Reference Group (X<sub>1</sub>), Family (X<sub>2</sub>), Role and Status (X<sub>3</sub>) to the Consumer Purchase Intention (Y)

- Constant 3.467 shows the influence of Reference Group (X<sub>1</sub>), Family (X<sub>2</sub>), Role and Status (X<sub>3</sub>) to the Consumer Purchase Intention (Y)It means that, in a condition where all independent variables are constant (zero), Consumer Purchase Intention (Y) as dependent variable is predict to be 3.467.
- 0.154 is the slope of Group Reference (X<sub>1</sub>) meaning if there is one unit increasing in X<sub>1</sub>, while other variables are constant then Y is predicted to increase by 0.154.
- 0.139 is the slope of Family (X<sub>2</sub>) means that if there is one unit increasing in X<sub>2</sub>, while other variable are constant then Y is predicted to increase by -0.139.

0.462 is the slope of Role and Status (X<sub>3</sub>) meaning if there is one unit increasing in X<sub>3</sub>, while other variables are constant then Y is predicted to increase by 0.462.

**Testing the Goodness of Fit: Coefficient of Multiple Correlations (R), Coefficient of Determination (R<sup>2</sup>) and Adjusted R Square**

Table 4 Result of R, R<sup>2</sup> and Adjusted R Square

Model Summary <sup>a</sup>			
Model	R	R Square	Adjusted R Square
1	.674 <sup>a</sup>	.454	.437

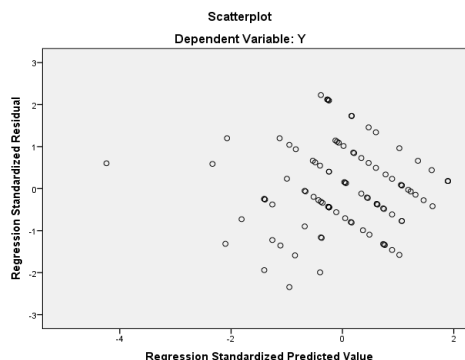
a. Predictors: (Constant), Reference Groups, Family, Roles and Status

b. Dependent Variable: Consumer Purchase Intention

Source: Data processed, 2017

The value of R is 0.674 indicating a strong positive relationship between independent and dependent variable. The value of R<sup>2</sup> is 0.454 or 45.4% it means that reference group, family, and role & status as dependent variables are able to influence consumer purchase intention as much as 45.4% while the rest 54.6% is other factors not included in this research.

**Classical Assumptions Testing  
Heteroscedasticity**





**Figure 1 Heteroscedasticity Test Output**

Source: Data processed, 2017

Shows that the dots are spreading above and below zero point. This proves that there is no heteroscedasticity in this regression.

**Multicollinearity**

**Table 5 Multicollinearity Test**

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Reference Groups	.569	1.758
	Family	.687	1.456
	Roles and Status	.678	1.475

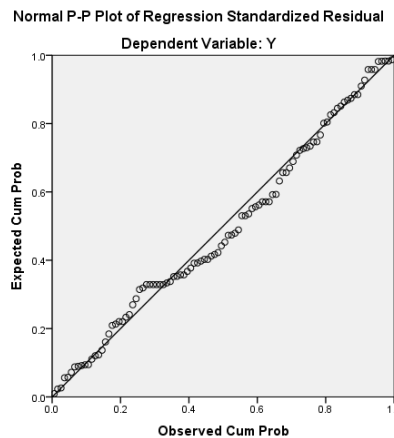
a. Dependent Variable: Consumer Purchase Intention

Source: Data processed, 2017

Table 5 shows that the value of tolerance and VIF. The tolerance value of reference group is 0.569, family 0.687, Role and Status is 0.678 means the tolerance value of variable is more than 0.2. The VIF value of reference group is 1.758, family is 1.456, Role and Status is 1.1475 means the VIF value is less than 10. Since all the tolerance value is more than 0.2 and VIF value is less than 10, so this research is concluded to be free from multicollinearity.

**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, this figure will shows the graphic result for the normality test.



**Figure 2 Normality Test Output**

Source: Data processed, 2017

Shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is complete.

### Hypothesis Testing

#### F-test

Table 6 Simultaneous Test (f-test Output)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	111.208	3	37.069	26.567	.000 <sup>b</sup>
	Residual	133.952	96	1.395		
	Total	245.160	99			

a. Dependent Variable: Consumer Purchase Intention

b. Predictors: (Constant), Reference Groups, Family, Roles and Status

Source: Data processed, 2017

In table 6, the value is 26.567, the degree of freedom 1 (numerator) is 2 and degree of freedom 2 (denominator) is 96 with level of significance is 0.05 ( $\alpha = 0,05$ ) and the level of confidence is 95% then  $f_{table}$  is 2.76. The result is:  $f_{count} (26.567) > f_{table} (2.76)$ . 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.

#### Partial Test (t-test)

Table 7 t-test Result

Variable	$t_{count}$	$t_{table}$	Description
Reference Group ( $X_1$ )	1.864	1.99	Rejected
Family ( $X_2$ )	1.669	1.99	Rejected
Role and Status ( $X_3$ )	5.035	1.99	Accepted

Source: data processed 2017

- Reference Group ( $X_1$ ) and Consumer Purchase Intention (Y)
  - $H_1$  is Accepted if  $t_{count} \geq t_{table}$   
Reference Group ( $X_1$ ) significantly influences Consumer Purchase Intention (Y)
  - $H_1$  Rejected if  $t_{count} < t_{table}$   
Reference Group ( $X_1$ ) does not significantly influences Consumer Purchase Intention (Y)  
From the table above,  $t_{count}$  for each independent variable, which for Reference Group ( $X_1$ )  $t_{count} = 1.864$  and  $t_{table} = 1.99$  which  $t_{count} < t_{table} 1.99$ . Therefore,  $H_0$  is accepted and  $H_2$  rejected, that means Reference Group ( $X_1$ ) does not significantly influence Consumer Purchase Intention (Y).
- Family ( $X_2$ ) and Consumer Purchase Intention (Y)
  - $H_1$  Accepted if  $t_{count} \geq t_{table}$   
Family ( $X_2$ ) significantly influences Consumer Purchase Intention (Y)
  - $H_1$  Rejected if  $t_{count} < t_{table}$

Family ( $X_2$ ) does not significantly influences Consumer Purchase Intention (Y)

From the table above,  $t_{count}$  for each independent variable, which for Value Consciousness ( $X_2$ )  $t_{count}=1.669$  and  $t_{table}=1.99$  which  $t_{count}<t_{table}1.99$ . Therefore,  $H_0$  is accepted and  $H_3$  rejected, that means Family ( $X_2$ ) does not significantly influence Consumer Purchase Intention (Y).

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

-  $H_1$  Accepted if  $t_{count} \geq t_{table}$

Role and Status ( $X_3$ ) significantly influences Consumer Purchase Intention(Y)

-  $H_1$  Rejected if  $t_{count}<t_{table}$

Role and Status ( $X_3$ ) does not significantly influences Consumer Purchase Intention (Y).

The table shows that  $t_{count}$  for each independent variable, which for Role and Status ( $X_3$ )  $t_{count}=5.035$  and  $t_{table}1.99$  which  $t_{count}>t_{table}1.99$ . Therefore,  $H_0$  is rejected and  $H_4$  accepted, that means Role and Status ( $X_4$ ) significantly influences Consumer Purchase Intention (Y).

Reference Group ( $X_1$ ) and Family ( $X_2$ ) does not significant influences to Consumer Purchase Intention (Y) and Role and Status ( $X_3$ ) have significant influences to Consumer Purchase Intention (Y).

## Discussion

Role and Status have significant influence to the consumer purchase intention of buying counterfeit watches in Manado. This characteristic gives a big influence to the retailer of original product for to hold the retailer of counterfeits sells, and an evaluation for original product retailer for more consider of pricing the sells product. Another characteristic included in Reference group and Family do not a significant influence to the consumer purchase intention of counterfeit watches, because the result of data processing, all the characteristics that are used to measure the influence of Reference Group and Family to consumer purchase intention of counterfeit watches in Manado are not match.

When the result indicates that Role and Status has the strongest significant influence, it does not mean that Reference Group and Family do not give any influence. Reference group and family also gives influence toward consumer purchase intention of counterfeit watches in Manado, but not as much as role and status. That value is from the test result by using SPSS 22.

### 1. Reference Group and Consumer Purchase Intention

Reference group ( $X_1$ ) has not a significant influence for consumer purchase intention toward counterfeit watches in manado, that can be seen at table 4.8, the value of  $t_{count}$  (1.864) is smaler than the value of  $t_{table}$  (1.99). The value of Reference Group ( $X_1$ )in  $b$  is 0.154, means if there is one unit increasing in  $X_1$  while other variables are constant then Y is predicted to increase by 0.154. It shows that variable attitude does not much influence consumer purchase intention of counterfeit watches in Manado. Based on the result of the data obtained from questionnaire, most of consumers give the point "5" (strongly agree) about the influence of Reference Group. But in the end, the result from questionnaire shows it has no significant influence to the purchase intention of counterfeit watches in Manado.

### 2, Family and Consumer Purchase Intention

Variable Family ( $X_2$ ) has not a significant influence for consumer purchase intention toward counterfeit watches in manado, that can be seen at table 4.8, the value of  $t_{count}$  (1.669) is smaler than the value of  $t_{table}$  (1.99). The value of Family( $X_2$ ) in  $b$  is 0.139, means if there is one unit increasing in  $X_2$  while other variables are constant then Y is predicted to increase by 0.139. It shows that variable Family does not much influence consumer purchase intention of counterfeit watches in Manado. Based on the result of the data obtained from questionnaire, most of consumers give the point "5" (strongly agree) about the influence of Family. But in the end, the result from questionnaire shows it has no significant influence to the purchase intention of counterfeit watches in Manado.

### 3. Role and Status and Consumer Purchase Intention

Role and Status ( $X_3$ ) has a positive influence for consumer purchase intention toward counterfeit watches in manado, that can be seen at the table 4.8, the value of  $t_{count}$  (5.035) is bigger than the value of  $t_{table}$

(1.99). The value of Role and Status ( $X_3$ ) in  $b$  is 0.462, means if there is one unit increasing in  $X_3$  while other variables are constant then  $Y$  is predicted to increase 0.462. It shows that variable Role and Status is an influencing variable to consumer purchase intention of counterfeit watches in Manado, so Role and Status is the strongest factor with 0.462 point.

## CONCLUSION AND RECOMMENDATION

### Conclusion

There are four conclusions based on the result of this research conducted to analyze the influence of Reference Group, Family and Role & Status toward consumer purchase intention of counterfeit watches in Manado. (1) Reference group, family and role & status on consumer behavior has significant influence on consumer purchase intention of counterfeit watches in Manado simultaneously. (2) Reference group has no significant influence toward consumer purchase intention of counterfeit watches in Manado partially. (3) Family has no significant influence toward consumer purchase intention of counterfeit watches in Manado partially. (4) Role and status has significant influence toward consumer purchase intention of counterfeit watches in Manado partially.

### Recommendation

Qualitative method can be used to get more accurate and valid results. Other counterfeit products may show different findings. There is always space for research improvement. In this research, there are several limitations, which can be improved in next study. Finally, ethical and moral values influenced by culture, nationality and other such factors may be included. New findings may be explored though a cross sectional, cross national and cross cultural study. This study is focused on counterfeit watch. 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 role and status for counterfeit watches which is generally assumed to be an important variable of purchase intention of counterfeit watches.

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