

**COMPARATIVE ANALYSIS OF CONSUMER ATTITUDE AND SOCIAL INFLUENCE  
BETWEEN MALE AND FEMALE OF COUNTERFEIT PRODUCT  
(CASE STUDY: WAKAI SHOES)**

*ANALISIS PERBANDINGAN SIKAP KONSUMEN DAN PENGARUH SOSIAL ANTARA LAKI-LAKI  
DAN PEREMPUAN DARI PRODUK PALSU  
(STUDI KASUS: SEPATU WAKAI)*

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**Abstract:** *This research aims to find out if there is significant difference in purchase intention based on consumer attitude and social influence between male and female customers of counterfeit wakai shoes. Counterfeit products have been found to be a serious problem around the world in recent days where counterfeiting is associated with many problems that causes havoc not only in economic activities but also affect social life as well. The international trade of counterfeit product is enormous. Purchasing intention of counterfeit wakai shoes are currently increasing because there are a lot of people who become the buyers of this product. Counterfeit wakai shoes are easy to found because it is sold everywhere. This research conducted by a quantitative method and this research population is the buyers of wakai counterfeit shoes. By using an Independent Sample t-test, this research conducted a hypothesis is significant difference in consumer attitude and social influence between male and female customers of counterfeit wakai shoes. Based on the result of this research, the data is normally distributed and homogenous. The result shows that there are no significant differences in purchase intention based on consumer attitude and social influence between male and female customers of counterfeit wakai shoes. Findings suggest that original manufactures have to make a mark or hologram unable to imitate so there will be a significant differences between original and counterfeit.*

**Keywords:** *counterfeiting, consumer attitude, social influence, gender.*

**Abstrak:** Penelitian ini bertujuan untuk mengetahui apakah ada perbedaan yang signifikan pada niat beli berdasarkan sikap konsumen dan pengaruh sosial antara laki-laki dan perempuan pelanggan sepatu wakai palsu. Produk palsu telah ditemukan dan menjadi masalah serius di seluruh dunia dalam beberapa hari terakhir di mana pemalsuan dikaitkan dengan banyak masalah yang menyebabkan malapetaka tidak hanya dalam kegiatan ekonomi tetapi juga mempengaruhi kehidupan sosial. Perdagangan internasional dari produk palsu sangat besar. Niat pembelian sepatu wakai palsu saat ini meningkat karena ada banyak orang yang menjadi pembeli dari produk ini. Sepatu wakai palsu mudah untuk ditemukan karena banyak dijual di mana-mana. Penelitian ini dilakukan dengan metode kuantitatif dan populasi dari penelitian ini adalah pembeli dari sepatu wakai palsu. Dengan menggunakan Independent Sample t-test, penelitian ini dilakukan dengan hipotesis perbedaan yang signifikan pada sikap konsumen dan pengaruh sosial antara laki-laki dan perempuan pelanggan sepatu wakai palsu. Berdasarkan hasil penelitian ini, data yang terdistribusi normal dan homogen. Hasilnya menunjukkan bahwa tidak ada perbedaan yang signifikan pada niat beli berdasarkan sikap konsumen dan pengaruh sosial antara laki-laki dan perempuan pelanggan sepatu wakai palsu. Temuan dari penelitian ini menunjukkan bahwa manufaktur asli harus membuat tanda atau hologram yang tidak dapat ditiru sehingga akan ada perbedaan yang signifikan antara asli dan palsu.

**Kata Kunci:** *pemalsuan, sikap konsumen, pengaruh sosial, jenis kelamin.*

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**INTRODUCTION****Research Background**

Shoes are the primary needs of a human because shoes are our footwear that will always accompany our every activity. The era constantly develops it makes shoes also evolved with variety models of shoes. The emergence of variety model of shoes brands with different brands it creates the shoes become tools to each other to show off and show how much money spend in buying these shoes. Companies with well-known brands were competing to design shoes that will be sold to the public. Eventually people started looking for brands shoes are expensive although sometimes they are not comfortable wearing it but the most important thing is the brand and how expensive of the shoes it's bought. The more famous and expensive shoes it will make the wearer of the shoes become more proud and raise their pride.

Wakai until now still become a top brand and top search by Manadonese especially young people. So, it will make Manadonese want to use Wakai as their footwear. Authentic Wakai shoes product has expensive price for people who have medium below income. That expensiveness of Wakai shoes then there are a bunch of irresponsible people counterfeiting Wakai shoes. According to Ang (2001); Bloch (1993); Gentry (2006) Consumers often knowingly purchase counterfeit products and are willing to pay for the visual attributes and functions without paying for the associated quality. However, consumers prefer and purchase counterfeit products with well-known brand names that confer some meaning or image indicating that consumers aim for an authentic image through the purchase of counterfeit goods.

Counterfeit products have been found to be a serious problem around the world in recent days where counterfeiting is associated with many problems that causes havoc not only in economic activities but also affect social life as well. The international trade of counterfeit product is enormous. According to an estimate provided by the 'The World Customs Organization' shows that counterfeiting accounts for 5 to 7 percent of the global merchandise trade (Hendriana, Mayasari and Gunadi, 2013).

According to Ang, Cheng, Lim and Tambya, (2001) attitudes towards piracy influence the purchase intention of counterfeit goods. Positive attitudes toward buying counterfeits are expected to affect purchase intention of counterfeits positively (Yoo and Lee, 2009). According to Ang, Cheng, Lim and Tambyah, (2001), social influence has a strong influence on consumer's impression and purchasing intention towards the counterfeit goods. Hence, it is proved that social influence positively affects consumers' purchase intention. This influence can sometimes outweigh personal conviction and peer pressure may overrule integrity of oneself. It is interesting to note that this study has revealed the struggle between personal conviction of risk and inability to resist influence by peers when purchasing counterfeit luxury items which have implications for marketing of luxury brands and policy makers.

Based on discussion above, this study will analyze the consumer attitude and social influence to people in Manado towards the counterfeit product by use Wakai shoes that considered as the one of popular brand in Manado. Therefore, title of this research is "Comparative Analysis of Consumer Attitude and Social Influence between Male and Female of Counterfeit Product – Case Study: Wakai Shoes".

**Research Objectives**

Based on the research problem above, it can be stated formulation of the objective in this study are as follows:

1. To find out if there is significant difference in purchase intention based on consumer attitude between male and female customers of counterfeit wakai shoes.
2. To find out if there is significant difference in purchase intention based on social influence between male and female customers of counterfeit wakai shoes.

**LITERATURE REVIEW****Marketing**

According to Kotler (2009) "One of the shortest definitions of marketing is meeting the needs of profitability". There is also a sense of marketing, namely: The American Marketing Association, in Kotler, (2009), offer to follow the formal definition of marketing: "Marketing is an organizational function and a set of

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processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders”.

### **Consumer Purchase Intention**

Purchase intention means a customer's decision about a specific product. This decision takes on the stems of some measure for example the consumer will see the products for purchasing and anticipating purchasing the products in the future (MacKenzie and Belch, 1986).

### **Consumer Attitude**

Fishbein and Ajzen, (1975) defined attitude as the “psychological emotion and the positive or negative evaluation which was caused as an individual engages in a certain behavior”. According to Ajzen and Fishbein, (1980), a person attitude is high correlated with a person intention which in turn is a reasonable predictor of a specific behavior.

### **Social Influence**

Turner, (1991) defined social influence as “the processes whereby people directly or indirectly influence the thoughts, feelings and actions of others”.

### **Counterfeit Products versus Authentic Products**

Bian and Moutinho (2009) defined counterfeits as products bearing a trademark that is identical to a trademark registered to another party, which is very similar to the authentic products. Counterfeits offers price advantage over the genuine brands and that is the key determinant for the success for the counterfeits products (Bloch, 1993). Mostly the buyers of genuine brands seek value, prestige and image benefits from brand (Bloch, 1993). In terms of product perspective customers believes that genuine brands are more trustworthy and reliable than counterfeit brands (Bian and Veloutsou, 2007).

### **Counterfeit versus Piracy**

Lai and Zaichkowsky, (1999) defined counterfeits as products that resembled or made the genuine goods illegally, but are typically of lower quality in terms of performance, reliability, or durability. In contrast, pirated goods are products that are exact copies of the originals such as CDs, video games, and computer software, typically related to technology categories. Thus, the word "counterfeit" is generally used in the case of trademarked and "piracy" for copyrighted goods (Escobar, 2005).

### **Gender and Purchase Intention**

Chiu, (2005) suggest that the fundamental gender differences may contribute to the moderating role for attitudes and online purchase intention. As gender remain alternative sex roles, individuals with stronger feminine or masculine identities make different consumption choice.

### **Gender and Counterfeit Purchase Intention**

Ang, (2001) examined intention to purchase counterfeit CDs among a Singaporean sample, reporting that males exhibited a more favorable view towards piracy, and the more favorable the view, the more likely the subject was to purchase pirated CDs. Similarly, Tan, (2002) examined intention to purchase pirated software among Chinese consumers, citing gender as a moderator of attitudes and purchase intention.

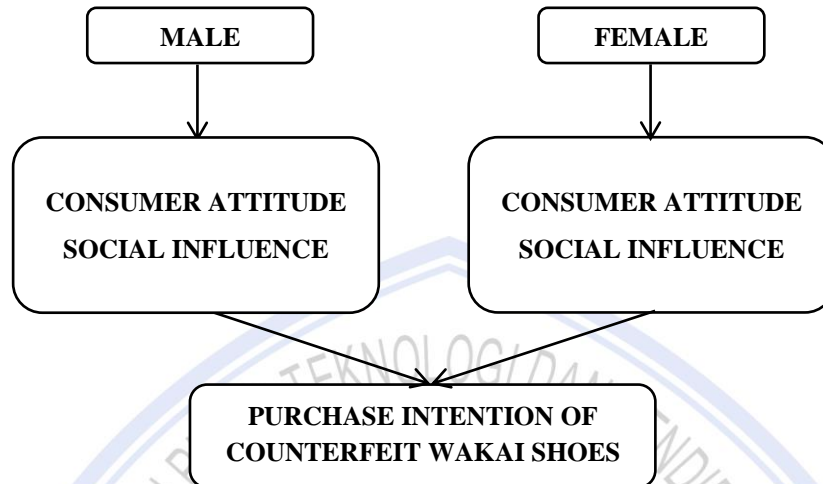
### **Previous Research**

Jason, Carpenter, and Karen (2011) has conducted research about Consumer Attitudes toward Counterfeit Fashion Products: Does Gender Matter?. This research talks about counterfeit fashion products pose a serious threat to the manufacturers and retailers of authentic designer products and to the world economy. The goal of this study is understand whether gender differences exist in terms of consumers' perception of ethics, social costs, and anti-big business attitude in the context of counterfeit fashion products. Derek, Terrance, and Amanda (2015) conducted research in Malaysia with the title To Buy or To Lie: Determinants of Purchase Intention of Counterfeit Fashion in Malaysia and investigated the factors that affect consumers' purchase



intention towards counterfeit fashion products (CFP). The results also proved that consumers' attitudes towards CFP have a mediating effect and gender moderates between past experience and purchase intention. Anum, Husna, Madiha, Zahida, Muhammad, and Atif (2014) conducted research about Consumer's Purchase Intention towards Counterfeit Mobile Phones. This research performed factor analysis and structural model to test the measurement and structural models. Price, previous experience, social influence and attitude are the factors those positively affects consumer purchase intention towards purchasing counterfeit mobile phone.

### Conceptual Framework



**Figure 1. Conceptual Framework**

### Hypothesis

- H<sub>0</sub>: There is no significant difference in purchase intention based on consumer attitude between male and female customers of counterfeit wakai shoes.
- H<sub>1</sub>: There is significant difference in purchase intention based on consumer attitude between male and female customers of counterfeit wakai shoes.
- H<sub>0</sub>: There is no significant difference in purchase intention based on social influence between male and female customers of counterfeit wakai shoes.
- H<sub>2</sub>: There is significant difference in purchase intention based on social influence between male and female customers of counterfeit wakai shoes.

## RESEARCH METHODOLOGY

### Type of Research

The types of this research are quantitative and comparative approaches. Mills and Bunt (2006:621) defined comparative research or analysis is a broad term that includes both quantitative and qualitative comparison of social entities.

### Place and Time of Research

The place of this research will be conducted in Manado for two months, May – June 2017.

### Population and Sample

The population in this research is all buyers of counterfeit wakai shoes in Manado. The sample in this research is 100 buyers (50 male and 50 female) of counterfeit wakai shoes in Manado.

### Data Collection Method

The primary data of this study gets from the results of questionnaires. The secondary data collected in varied of sources and the sources are books, journals, articles, thesis, and websites.

### Operational Definition of Research Variable

Consumer Attitude is psychological emotion and the positive or negative evaluation toward counterfeit wakai shoes. Social Influence is the processes whereby people directly or indirectly influence the thoughts, feelings and actions of others to have purchase intention of counterfeit wakai shoes.

### Data Analysis Method

#### Validity Test

To analyze the validity of questionnaire, Pearson Product Moment was used. If probability of correlation is less than 0.05 (5%) then the research instrument is considered valid.

#### Reliability Test

Reliability tests in this study using Cronbach's Alpha formula. If Alpha is less than 0.6 the it is unreliable.

#### Normality Test

The distribution of data with normal distribution pattern (data distribution is not skewed to the left or right). If the probability value  $> 0.05$  then population is normally distributed.

#### Homogeneity Test

The Levene's F test for Equality of Variances is the most commonly used statistic used statistics to test the assumption of homogeneity of a variance. The criteria of Levene's test is if the variance or value of significant higher than 0.05 it means homogeneous.

#### Independent Sample T-test

The independent-samples *t* test evaluates the difference between the means of two independent or unrelated groups. That is, we evaluate whether the means for two independent groups are significantly different from each other. This *t-test* is to analyze the difference in purchase intention based on consumer attitude between male and female customers of counterfeit wakai shoes and to analyze the difference in purchase intention based on social influence between male and female customers of counterfeit wakai shoes.

## RESULT AND DISCUSSION

### Validity Test Result

Table 1. Correlations

		Consumer Attitude	Social Influence	TOTAL
Consumer Attitude	Pearson Correlation	1	.931**	.982**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Social Influence	Pearson Correlation	.931**	1	.983**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
TOTAL	Pearson Correlation	.982**	.983**	1

Sig. (2-tailed)	.000	.000	
N	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Data Proceed, 2017

The value could be classified as a good variable when the significant level below 0.005 and the correlation values are above 0.30.

### Reliability Test Result

**Table 2. Reliability Statistics**

Cronbach's Alpha	N of Items
.841	14

Source: Data Proceed, 2017

Reliability test result in the Table 2 the Alpha Cronbach has a value 0.841, it proves the data is reliable.

### Normality Test Result

**Table 3. One-Sample Kolmogorov-Smirnov Test**

		Consumer	Social
		Attitude	Influence
N		100	100
Normal Parameters <sup>a,b</sup>	Mean	3.7800	3.4457
	Std. Deviation	.49045	.46542
Most Extreme Differences	Absolute	.086	.085
	Positive	.081	.059
	Negative	-.086	-.085
Test Statistic		.086	.085
Asymp. Sig. (2-tailed)		.064 <sup>c</sup>	.072 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Data Proceed, 2017

Based on the Table 3 above further decisions are resulted as follows:

1. It appears that a significant column (Asymp. Sig (2-tailed)) for Consumer Attitude is 0.064 or more than 0.05 then the probability of  $H_0$  received population mean of Consumer Attitude normally distributed.
2. It appears that a significant column (Asymp. Sig (2-tailed)) for Social Influence is 0.072 or more than 0.05 then the probability of  $H_0$  received population mean of Social Influence normally distributed.

### Homogeneity Test Result

**Table 4. Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
Consumer Attitude	.091	1	98	.764
Social Influence	.991	1	98	.322

Source: Data Proceed, 2017

Based on the Table 4 above further decisions are resulted as follows:

1. The table of Consumer Attitude interpretation: Homogeneity test result the significance of  $p=0.764$  ( $p>0.05$ ) show that the variance between the study samples was homogeneous.
2. The table of Social Influence interpretation: Homogeneity test result the significance of  $p=0.322$  ( $p>0.05$ ) show that the variance between the study samples was homogeneous.

### Independent Sample T-test

#### Independent Sample T-test for Consumer Attitude and Social Influence Divided between the Group Male and Female

**Table 5. Group Statistics**

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Consumer Attitude	Male	50	28.32	3.836	.542
	Female	50	27.72	3.569	.505
Social Influence	Male	50	28.08	3.647	.516
	Female	50	27.28	3.990	.564

Source: Data Proceed, 2017

The mean difference from male and female shows by table about consumer attitude of counterfeit wakai shoes at 28.32 while female at 27.72. In other words, male has on average higher consumer attitude than female.

The mean difference from male and female shows by table about social influence of counterfeit wakai shoes at 28.08 while female at 27.28. In other words, male has on average higher social influence than female.

**Independent Sample T-test for Consumer Attitude between t Male and Female****Table 6. Independent Samples Test for Consumer Attitude**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2- tailed )	Mean Differ ence	Std. Error Differ ence	95% Confidence Interval of the Difference	
								Lower	Upper	
Consumer Attitude	Equal variances assumed	.091	.764	.810	98	.420	.600	.741	-.870	2.070
	Equal variances not assumed			.810	97,495	.420	.600	.741	-.870	2.070

Source: Data Proceed, 2017

In the table above can be seen that the value  $t=0.810$  with a significance of  $p=0.420$  ( $p>0.05$ ) indicates that  $H_0$  is accepted which means there is no significant difference in purchase intention based on consumer attitude between male and female customers of counterfeit wakai shoes.

**Independent Sample T-test for Social Influence between t Male and Female****Table 7. Independent Samples Test For Social Influence**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2- tailed )	Mean Differ ence	Std. Error Differ ence	95% Confidence Interval of the Difference	
								Lower	Upper	
Social Influenc e	Equal variances assumed	.991	.322	1.046	98	.298	.800	.764	-.717	2.317
	Equal variances not assumed			1.046	97.218	.298	.800	.764	-.717	2.317

Source: Data Proceed, 2017



In the table above can be seen that the value  $t=1.046$  with a significance of  $p=0.298$  ( $p>0.05$ ) indicates that  $H_0$  is accepted which means there is no significant difference in purchase intention based on social influence between male and female customers of counterfeit wakai shoes.

## Discussion

Purchasing intention of counterfeit Wakai shoes are currently increasing because there are a lot of people who become the buyers of this product. Counterfeit Wakai shoes are easy to found because it is sold everywhere and also people become more attracted because the increasing of counterfeit Wakai shoes quality. By seeing this fact, government should be re-educated about preventing the counterfeit.

### Purchase Intention between Male and Female Measured by Consumer Attitude

Indicator of consumer attitude mean of male bigger than female, shows that more positive perception of consumer attitude of purchase intention counterfeit wakai shoes. This result also shows by the  $t$  value, which is group 1 (Male) better than group 2 (Female). But this compare means does not have proven by significant different between male and female, means both of these groups are not significantly different. It seems that there is a difference among the group mean but it can proved by an independent sample  $t$ -test. Therefore, there is no significant difference in purchase intention between male and female customers of counterfeit wakai shoes measured by consumer attitude.

Moreover, previous research also showed attitudes towards piracy influence the purchase intention of counterfeit goods (Ang, Cheng, Lim and Tambya, 2001). Positive attitudes toward buying counterfeits are expected to affect purchase intention of counterfeits positively (Yoo and Lee, 2009). Prior research has revealed that purchase intention of counterfeits is not influenced by low prices and that attitudes towards counterfeits directly influence purchase intention of counterfeits (Yoo and Lee, 2009). Hence, consumer will tend to purchase the counterfeit wakai shoes if they have a positive feeling towards it. This research found there is no significant difference in purchase intention based on consumer attitude between male and female customers of counterfeit wakai shoes. This research also supported theory by Tan (2003) examined intention to purchase pirated software among Chinese consumers, citing gender as a moderator of attitudes and purchase intention. However, the specific of gender on consumer attitude towards counterfeit wakai shoes has no a significant difference.

### Purchase Intention between Male and Female Measured by Social Influence

Mean comparison of male and female showing there is no significant difference between the groups. Male and Female are answering the perception of social influence based on their experience used the product in this case is counterfeit wakai shoes. The indicator of social influence mean of male bigger than female, shows that more positive perception of social influence of purchase intention counterfeit wakai shoes. This result also shows by the  $t$  value, which is group 1 (Male) better than group 2 (Female). But, this mean comparison does not have proven by significant different between male and female, it means both of these groups are not significantly different. On the other hand that there is a difference among the groups mean but it can be proved by an independent sample  $t$ -test. Therefore, there is no significant difference in purchase intention between male and female customers of counterfeit wakai shoes measured by social influence.

Moreover, previous research also showed social influence has a strong influence on consumer's impression and purchasing intention towards the counterfeit goods (Ang, Cheng, Lim and Tambyah, 2001). Hence, it is proved that social influence positively affects consumers' purchase intention. This influence can sometimes outweigh personal conviction and peer pressure may overrule integrity of oneself. This research found there is no significant difference in purchase intention based on social influence between male and female customers of counterfeit wakai shoes. This research also supported theory by Tan (2003) examined intention to purchase pirated software among Chinese consumers, citing gender as a moderator of attitudes and purchase intention. However, the specific of gender on social influence towards counterfeit wakai shoes has no a significant difference.

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**CONCLUSION AND RECOMMENDATION**
**Conclusion**

1. There is no significant difference in purchase intention between male and female customers of counterfeit wakai shoes measured by consumer attitude with a normal and homogeneous data distribution.
2. There is no significant difference in purchase intention between male and female customers of counterfeit wakai shoes measured by social influence with a normal and homogeneous data distribution.

**Recommendation**

1. The original Wakai shoes have to make a mark or hologram that unable to remove. It makes there will be a significant differences between authentic and counterfeit.
2. The rule and punishment of the counterfeiting who controlled by the government to prevent counterfeit. Society keeps purchasing the counterfeit product because it is available in the market.
3. The action of government to prevent counterfeits products entering the country. The government has to obstruct every import counterfeit product. If there is no counterfeit product in the market it means people will never try to look for the counterfeit product.
4. Local standards and International standards have to be developed to support the industry.

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