

ANALYZING CONSUMER ATTITUDE BETWEEN MALE AND FEMALE TO PURCHASE INTENTION COUNTERFEIT WAKAI SHOES

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ABSTRACT

This research aims to find out if there is significant difference in purchase intention based on social influence and value consciousness between male and female customers of counterfeit wakai shoes. Counterfeit products cause a considerable amount of damage in the free market economy. Moreover, future investment in research and development is placed at risk from the unfair competition generated by counterfeit products. 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 social influence and value consciousness 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 social influence and value consciousness 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, gender, social influence, value consciousness*

INTRODUCTION

Research Background

Shoes are kind of footwear that accompany every step of our travel and activities. Except for protective of the foot as footwear, the shoes also can make us look neat and good looking. Students, teachers, employees, civil servants, security guards, police, president, the minister and others often use shoes to carry out their duties.

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).

With the establishment of economic zones integrated in the region of Southeast Asia known as the ASEAN Economic Community (AEC), Indonesia and nine other ASEAN member entering the competition is very tight in the economic field. In this case makes counterfeiting will be easier to enter into Indonesian market place. Counterfeiting will be found a lot in Indonesia. It will make the customer of counterfeit product will be easy to get it.

Counterfeiting occurs across a wide spectrum of products. These include computer software, music and movies, drugs and medicine, and even military products (Chaudhry and Zimmerman, 2012). Within this broad range of goods, apparels including footwear and headgears, are highly likely to be counterfeited (OECD, 2009). This is due primarily to two factors. First of all, the technology used to manufacture apparels is cheap and widely available. Secondly, given the high demand for branded apparels, there is a ready market for counterfeiters of apparels (Shultz and Saporito, 1996).

Based on discussion above, this study will analyze the social influence and value consciousness 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 "Analyzing Consumer Attitude between Male and Female to Purchase Intention Counterfeit 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 social influence between male and female customers of counterfeit wakai shoes.
2. To find out if there is significant difference in purchase intention based on value consciousness between male and female customers of counterfeit wakai shoes.



LITERATURE REVIEW

Marketing

According to Kotler (2009) stated that “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 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).

Attitude toward Counterfeits

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”.

Value Consciousness

Value consciousness has been defined as “a concern for price paid relative to the quality received”. Value-conscious consumers have great pleasure when able to purchase items at lower prices because they feel like a “smart shopper” (Lichenstein, 1993).

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 then counterfeit brands (Bian and Veloutsou, 2007).

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.

Conceptual Framework

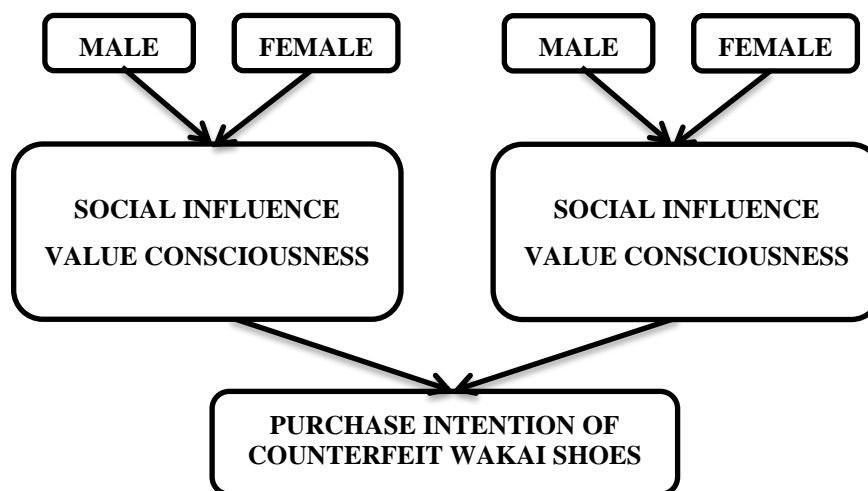


Figure 1. Conceptual Framework
Source: Data Processed, 2017

Hypothesis

- H₀: There is no significant difference in purchase intention based on social influence between male and female customers of counterfeit wakai shoes.
- H₁: There is significant difference in purchase intention based on social influence between male and female customers of counterfeit wakai shoes.
- H₀: There is no significant difference in purchase intention based on value consciousness between male and female customers of counterfeit wakai shoes.
- H₂: There is significant difference in purchase intention based on value consciousness 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) 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

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.

Value consciousness is defined as a concern for paying lower prices, subject to some quality constraint

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 then 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

		Social Influence	Value Consciousness	TOTAL
Social Influence	Pearson Correlation	1	.881**	.970**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Value Consciousness	Pearson Correlation	.881**	1	.970**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
TOTAL	Pearson Correlation	.970**	.970**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

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

Source: SPSS 22, 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
.829	14

Source: SPSS 22, 2017

Reliability test result in the Table 2 the Alpha Cronbach has a value 0.829, it proves the data is reliable.

Normality Test Result

Table 3. One-Sample Kolmogorov-Smirnov Test

		Social Influence	Value Consciousness
N		100	100
Normal Parameters ^{a,b}	Mean	3.6686	3.4457
	Std. Deviation	.48949	.46542
Most Extreme Differences	Absolute	.076	.085



	Positive	.064	.059
	Negative	-.076	-.085
Test Statistic		.076	.085
Asymp. Sig. (2-tailed)		.161 ^c	.072 ^c
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			

Source: SPSS 22, 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 H₀ 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 H₀ received population mean of Social Influence normally distributed.

Independent Sample T-test

Independent Sample T-test for Social Influence and Value Consciousness Divided between the Group Male and Female

Table 4. Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Social Influence	Male	50	3.7174	.50118	.07088
	Female	50	3.6199	.47757	.06754
Value Consciousness	Male	50	3.4627	.50645	.07162
	Female	50	3.4287	.42494	.06010

Source: SPSS 22, 2017

The mean difference from male and female shows by table about social influence of counterfeit wakai shoes at 3.7174 while female at 3.6199. In other words, male has on average higher social influence than female.

The mean difference from male and female shows by table about value consciousness of counterfeit wakai shoes at 3.4627 while female at 3.4287. In other words, male has on average higher value consciousness than female.

Independent Sample T-test for Consumer Attitude between t Male and Female

Table 5. Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Social Influence	Equal variances assumed	.989	.322	.995	98	.322	.09746
	Equal variances not assumed			.995	97,7	.322	.09746
Value Consciousness	Equal variances assumed	1,074	.303	.363	98	.717	.03397
	Equal variances not assumed			.363	95,1	.717	.03397

Source: SPSS 22, 2017



In the table above for social influence can be seen that the value $t=0.995$ with a significance of $p=0.322$ ($p>0.05$) 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.

In the table above for value consciousness can be seen that the value $t=0.363$ with a significance of $p=0.717$ ($p>0.05$) indicates that H_0 is accepted which means there is no significant difference in purchase intention based on value consciousness 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 Social Influence and Value Consciousness

Indicator of social influence and value consciousness 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 social influence and value consciousness

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 desire to maximize value, or the ratio of quality to price, would make non-luxury items more attractive than luxury goods because they offer the same functional quality at a much lower price. However, while counterfeits may provide status at a lower price, they are often of lesser quality than either a non-luxury brand or authentic luxury brand (Cohen 2005).



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 social influence towards counterfeit wakai shoes has no a significant difference.

CONCLUSION AND RECOMMENDATION

Conclusion

1. There is no significant difference in purchase intention between male and female customers of counterfeit wakai shoes measured by Social Influence.
2. There is no significant difference in purchase intention between male and female customers of counterfeit wakai shoes measured by Value Consciousness.

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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