

CHAPTER I

INTRODUCTION

1.1 Background of Research

Counterfeit product are no a secret anymore, in modern culture has developed a variety of counterfeit product from local until international brands. Phenomena in society shows that increasing consumerism Indonesian people marked by numerous shopping and consumer behavior Indonesia is very interested in international fashion products than local product.

Product fashion, especially the branded ones always been the target customer and become a mainstay of shopping centers (Michon et al., 2007). Fashion products most widely used mock object is clothing, shoes, handbags, watches, leather products, and jewelry. Some brands are often made counterfeit products is Louis Vuitton, Gucci, Bubby, Tiffany, Prada, Hermes, Chanel, Dior, Yves St Laurent and Cartier (Yoo and Lee, 2009)

Counterfeit buyer give the reason, they are buy counterfeit product, because they dont get direct influences if they buy it, and the price of counterfeit product is cheaper and make they fell like wise shopper (Tommy,2012) the other reason for the customer, they think if they buy counterfeit product it not give the impact to the real product selling (ha and lennon in cheek and easterling,2008) and in other side, consumer buy counterfeit product because the reason of income (Bloch,et al.,1993)

The old motto, "**If** you can make it, they can fake it," is as true today as it ever was. Counterfeiting is thriving more than ever and counterfeit products could account for about 18 percent of all world trade in 2004 (The Financial Times, 2002 in Dr. Boonghee Yoo 2004). The word counterfeit is a term given a variety of different names: a fake, an illegal replica, a look-alike, a reproduction, an imitation, a copy, a copycat, a pirated good, and a knockoff.

An infinite number of product categories are counterfeited, among them computer software and games, music CDs, movie DVDs, computers, mobile phones, automotive parts, pharmaceuticals, tobaccos, alcoholic beverages, food, cosmetics, perfumes and fragrances, books, security-printed products (banknotes, passports, bonds, tickets, etc.), coupons, stationery, chemical products, furniture, designer luxury handbags, jewelries, and fashion accessories.

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In buy counterfeit product it influences by perceived behavioral control. Perceived behavioral control is individual perception about easy or not individual to do a behavior (Anggelina, et al., 2014). Behavioral control can measure a person's ability to get the product in taking activity. Another thing that will influence consumers to buy counterfeit product is a behavior control. Behaviour control an

individual's perception of whether or not an individual is to perform the behavior and assumed to be a reflection of the experiences that have happened previously anticipated barriers. easy or not consumers do shopping as a reflection of past experience and how to overcome the obstacles that are present in the decision to purchase a product / service. Behavioral control can measure a person's ability to get the product in taking an activity.

The previous study shows the tendency of consumers to buy products fashion because it can create prestige to the user based on the brand they use (Nia and Zaichkowsky, 2000). women's behavior is very different from the behavior of a man. this is because women usually tend to buy goods because it is affected by the outside appearance of a product, not only that a woman usually likes to follow a new type of product output. women also tend to buy things not because the need and solely for mere prestige (Nia and Zaichkowsky, 2000)

The desire of consumers to obtain luxury branded products is the main reason the market for counterfeit brands of products to be highly developed. The reason why people buy luxury branded products into a significant indicator to understand the reasons why they buy luxury and branded counterfeit products (Wilcox, et al., 2009).

Attitude toward counterfeit, in term of attitude toward counterfeit purchasing, customer assess their behavior according to features of counterfeit, including quality, practical, reliability features. And customers neglect personal feeling such as shame, guilt or illegal when buying and using the unauthorized product (Augusto. Et al., 2007 and Stottinger, 2005)

Attitude is an overall concept evaluation carried out by the customer. Evaluation can be created by the system in the form of affective emotions, feelings, moods and responses immediately and directly to certain stimuli. This attitude is in the form of interest in shopping for fake goods in department stores or online shop. Consumer preferences towards branded goods and a belief in the quality of goods purchased. If interested, joy, pleasure and positive customer confidence, it will cause suatau intention to buy the product / service.

Ang, et al (2001), consumer attitudes toward counterfeit products is influenced by external environmental factors consumers. Further, Ang, et al (2001) also revealed that consumers using counterfeit products with the aim of showing their self-image and expectations impress others. consumers who have a great desire to improve their image in the eyes of others, will buy an item or product that clearly demonstrates their self-image (Ang, et al, 2001).

Before buy a counterfeit product, need an intention for a consumer to a product. According to Assael (2002;53) , intention is consumer buying interest arises and is shaped after consumers evaluate in advance of a brand and will purchase a brand that can provide the highest level of satisfavtion expected. Purchase intention is the predicator of consumer behavior and other external factors that influence it (Ajzen, 1991).

Consumer bahvior influence by external factor and internal factor. One of factor external is intention of customer to look the same with role model. This research trying to explain about phenomenon counterfeit fashion product that is

bag, because increases in consumer interest. Bag product occupied the third position of the 11 kind of product are fabricated with a percentage of 26% in 2006 (Budiman,2012). Development of supporting factors such as the number of good stores in malls and crowds are strategies in place, also with the development of sophisticated technology allows consumers to determine the shape, type and price through online stores and social media. Consumer behavior woman and men is very different. It is because women usually tend to buy product because it detracted from the outside view of a product, not only that a woman usually like to follow the latest types of products. Women also tend to buy a product just to prestige not a necessary (www.ekonomi.kompasiana.com, 2003).

Woman represents consumer which in the last decade start to be reckoned by marketer as suitable target audience for advertising. Woman considered to be a market that needs a different way of approach and harder to be convinced. as we know, housewife is A married woman whose main occupation is caring for her family, managing household affairs, and doing housework (www.oxforddictionaries.com) Besides controlling family budget, housewife also brings influence at vicinity environment such as family of each wife and husband, close relative and family living closed to her. In other words, woman gave influence in the decision making in the family, her relatives and friends. So in this research the researcher want to make a survey to a housewife in Padang .

1.2 Problem Statement

Based on research background, the author wants to analyse the relationship between Perceived Behavioral Control, Attitude, and purchase intention. The research background produce 4 research question;

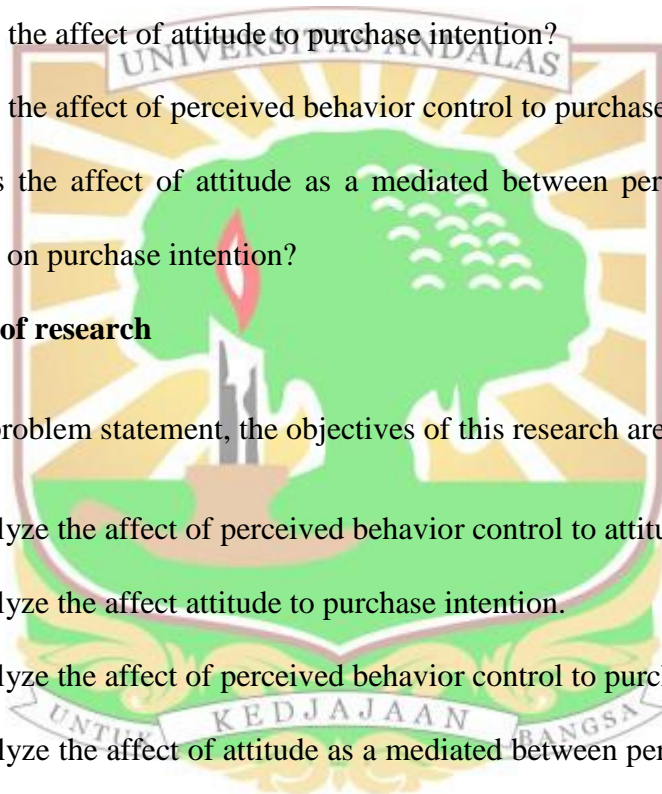
Thus, there are research questions;

1. How is the affect of perceived behavior control to purchase intention?
2. How is the affect of attitude to purchase intention?
3. How is the affect of perceived behavior control to purchase intention?
4. How is the affect of attitude as a mediated between perceived behavior control on purchase intention?

1.3 Objective of research

Based on the problem statement, the objectives of this research are :

1. To analyze the affect of perceived behavior control to attitude.
2. To analyze the affect attitude to purchase intention.
3. To analyze the affect of perceived behavior control to purchase intention.
4. To analyze the affect of attitude as a mediated between perceived behavior control on purchase intention.



1.4 Contribution of research

a. for researchers

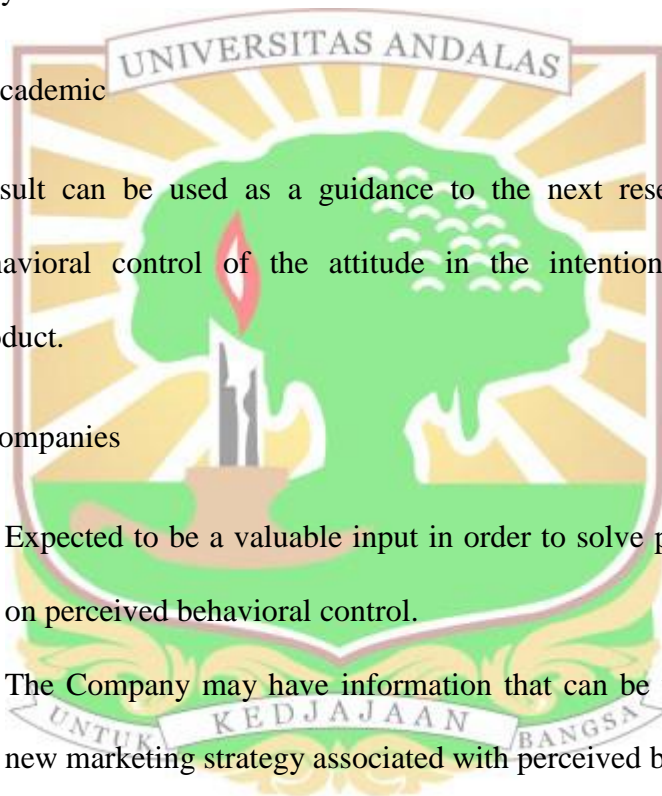
To apply the knowledge gained during the lectures researchers, also on Expanding the knowledge of researchers on the effect of perceived behavioral control of attitude in purchase intention of counterfeit products on housewife in the Padang City.

b. for academic

The result can be used as a guidance to the next research related to perceived behavioral control of the attitude in the intention of purchasing counterfeit product.

c. for companies

1. Expected to be a valuable input in order to solve problems related on perceived behavioral control.
2. The Company may have information that can be used to create a new marketing strategy associated with perceived behavior control.
3. The Company may determine consumer interest towards branded goods (original) and the interest of consumers against counterfeit products, especially housewives in padang city so that it can become informed about the success of its products.



1.5 Scope Of Research

This research has a limited scope of analysis in terms of numbers of variables and object of the research. The researcher limits the research context by focusing to Housewife in Padang City.

1.6 Outline of research

In order to make it easier and make moderate the forwarding of content, this research is divided into five chapter:

CHAPTER I Contains about background to the research, problem statements, objectives of research, contributions of research, scope of research, and outline of research.

CHAPTER II This chapter contains the literature, theory, and last research related with this research. This chapter also contains the literature that evaluates variables of this research, which are service quality, customer satisfaction and behavioural intention, and also this chapter contains theoretical framework of this research.

CHAPTER III This chapter contains the explanation about research method which are research design, population and source of sample, type of data and variable measurement, research variables, operational definition, data analysis, test of instrumental, structural model test, and hypothesis testing.

CHAPTER IV This chapter contains the explanation about results and consist of characteristic of respondent, descriptive analysis, structural measurement of the influence of service quality to behavioural intention by using customer satisfaction as mediator on restaurant in Padang.

CHAPTER V This chapter explain about conclusion of research, implication, limitation and recommendation for further research.

