

## CHAPTER V

### CLOSING

This chapter provides conclusion from finding and discussion presented on the previous chapter, followed by assessment of the potential limitation present in study, implication and possible future directions for the research.

#### 5.1 Conclusion of the Research

The purpose of this research is to find out the relationship of Perceived Behavioral control on intention to purchase counterfeit product with Attitude as a mediator to housewife in Padang. This research also find out whether variables have significant relationship and positive effect or not. This research is using primary data collected by spreading 110 questionnaires to respondent (a housewife) in Padang. There are four hypothesis developed in this research for reason why people buy counterfeit product in Padang City. Therefore, the analysis of results, are:

1. Perceived behavioral control Relates to attitude of housewife in Padang. It means that perceived behavioral control has significant affect on attitude. Thus, attitude can be predicted by perceived behavioral control.
2. Attitude Relates to purchase Intention of housewife in Padang. It means that Attitude has significant affect on purchase intention. Thus, purchase intention can be predicted by Attitude.

3. Perceived behavioral control Relates to Purchase intention of housewife in Padang. It means that perceived behavioral control has significant affect on Purchase intention. Thus, Purchase intention can be predicted by perceived behavioral control.
4. Attitude mediates the relationship between subjective norm and perceive behavioral control to purchase intention. . It means that the Attitude of Housewife has significant affect between service quality tobehavioural intention. Thus, the relationship between perceived behavioral control to purchase intention can be predicted by Attitude of housewife in Padang City.

## **5.2 Implications of the Research**

From the result of research and the conclusion. So we get some policy implication that should be taken by the produsen original product. for manufacturers of original products, to consider of development the counterfeit product in many countries. To minimize the loss of company, company also need to publish and recommend the retailer or authorized outlets, so that consumers know the information the official outlet of the original product.

For practitioners or counterfeit seller. This research can be used as a source of information to understand relationship about perceived behavior control, Attitude and purchase intention. Counterfeit seller also can use this research as an information to improve their performance for the future.

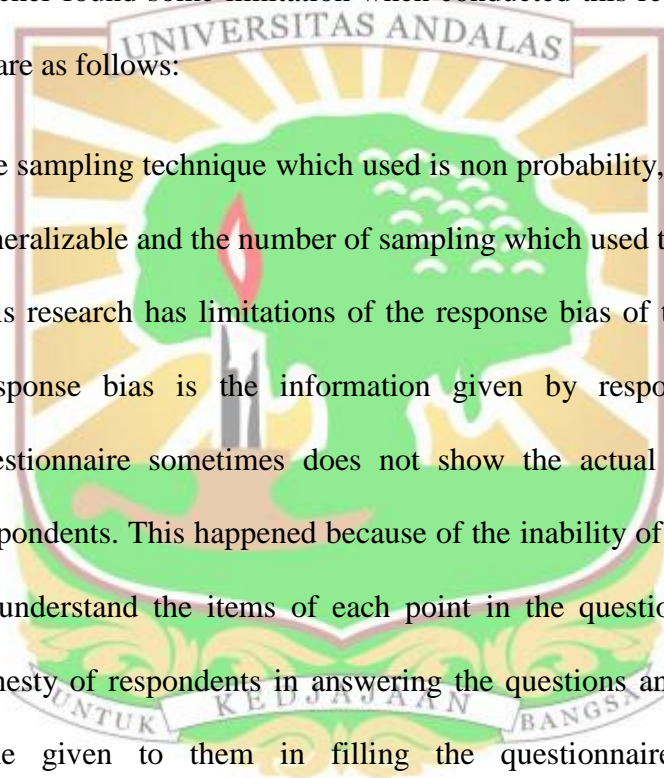
For consumers should be more cautious in buying the bag product., consumers should has a knowledge of the desired product by knowing the

characteristics of original products and counterfeit products. For researcher, this research is for improving the understanding about purchase intention, Attitude and purchase intention. For the next researcher , research can be conducted on other fashion products such as shoes, clothing, accessories, ets. so that research results can be generalized, as well as performed with the previous study period.

### **5.3 Limitation of the Research**

Researcher found some limitation when conducted this research. Some of the limitation are as follows:

1. The sampling technique which used is non probability, so it difficult to generalizable and the number of sampling which used too little.
2. This research has limitations of the response bias of the respondents. Response bias is the information given by respondents through questionnaire sometimes does not show the actual opinion of the respondents. This happened because of the inability of the respondents to understand the items of each point in the questions. So that the honesty of respondents in answering the questions and the limitation time given to them in filling the questionnaires are slightly inappropriate.



#### 5.4 Recommendation of the Research

The result of this research is expected to improve and become references to conduct further research in the future, some suggested topics to be developed in further research:

1. For the next research, the number of samples used for the next research can be propagated.
2. For the next research, the location of research can be expanded
3. For the next research, different variables can be added or encompassed regarding the topic of the research in order to create and found varieties of the result.

