

**CONSUMER ATTITUDES TOWARD COUNTERFEITS**

**THESIS**

**Presented as Partial Fulfillment of the Requirements for the Degree of  
Sarjana Ekonomi (S1) in Management Program Faculty of Economics  
University of Atma Jaya Yogyakarta**



**Compiled by:**

**Edwin Salim**

**Student ID Number: 07 12 16805**

**FAKULTAS EKONOMI  
UNIVERSITAS ATMA JAYA YOGYAKARTA**

**March 2011**

**Faculty of Economics**  
**Universitas Atma Jaya Yogyakarta**

**I hereby recommend that the thesis prepared under my supervision by**

**Edwin Salim**

**Student ID Number: 07 12 16805**

**Thesis Entitled**

**CONSUMER ATTITUDES TOWARD COUNTERFEITS**

**Be accepted in partial fulfillment of the requirements for the Degree of  
Sarjana Ekonomi (S1) in Management Program Faculty of Economics  
University of Atma Jaya Yogyakarta**

**Advisor,**



**Fandy Tjiptono, SE., M. Com.**

**Yogyakarta, February 16, 2011**

This is to certify that the thesis entitled

**CONSUMER ATTITUDES TOWARD COUNTERFEITS**

**Presented by**

**Edwin Salim**

**Student ID Number: 07 12 16805**

Has been defended and accepted on March 10, 2011 towards fulfillment of the requirements for the Degree of Sarjana Ekonomi (S1) In International Business Management Program Faculty of Economics, Atma Jaya Yogyakarta University

**Examination Committee**

**Chairman**

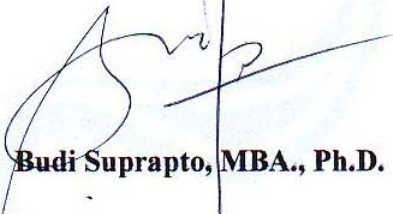


**Fandy Tjiptono, SE., M. Com.**

**Member**



**Drs. C. Jarot Priyogutomo, MBA.**



**Budi Suprpto, MBA., Ph.D.**

Yogyakarta, March 10, 2011

**Dean**



**Dr. Dorothea Wahyu Ariani, SE., MT.**

## **AUTHENTICITY ACKNOWLEDGEMENT**

**I, Edwin Salim hereby declare that I compiled the thesis with the following  
title:**

### **CONSUMER ATTITUDES TOWARD COUNTERFEITS**

**Is really my own thinking and writing. I fully knowledge that my writings  
does not contain others' or part (s) of others' writting, except for those that  
have been cited and mentioned in the references.**

**Yogyakarta, February 16, 2011**

A handwritten signature in black ink, appearing to read 'Edwin Salim', with a stylized flourish extending from the end.

**Edwin Salim**

## ACKNOWLEDGEMENT

Praise the lord Jesus for the strength and blessing that He gave to me. It would be impossible and hard to accomplish my thesis and my study in Atma Jaya University without His blessing. I am also grateful for the people around me that He gave, who have given their time, support, advise, knowledge and encouragement. Therefore, in this opportunity I would like to express my deepest appreciation to those people who supported me during the time I needed to accomplish my thesis. I would like to say thank you to:

1. My most important persons:
  - a. My parents, my mom and dad who always give their love, care, advice and support in my life.
  - b. My sister, for her care and support in my life.
  - c. Ibu'k for taking care of me until grows up.
  - d. My uncles and aunties
  - e. My cousins
2. Close members of my family, Tante Lie Cen and Ko Daniel S.
3. My advisor, Mr Fandy Tjiptono, SE. M.Com for his willingness to guide, teach, and supporting me in finishing my thesis.
4. All my lecturers in international class that I could not be able to mention one by one. They teach me from the first semester until now so I can finish my study in University of Atma Jaya Yogyakarta.
5. Mr. Adit who always help, guide and wait patiently in international office.

6. My good friends in international, Grace, Yuki, Steffi, Ayu, Yin2, Silvie, Rai, Albert, Aswin, Yohan, Budi, Benny, Indra, Sasa, Olson, Mima, Nia, Suman, Denis, Harry, Alex, Om Ervan, Ce Lala, Becky, Carol, Kiki who always help and supporting me from the first semester until now, without you people the study in Atma Jaya would not be very fun.
7. My good friends in my boarding house, Harry Nyo2 Acenk, Stefen Tayu, Dimas Genthoo, Rully rem blong, Ivan Hase Cacad, Chandra Chancun Bakabon, Yongky Ciken, Alvin Calo, Ruby Syeh Bima, Richard Palsu, Robert Vampir, Erick Solo, Tomi Dokter, Tomi Hase Blangkon, Adit Puspa, Surya, Ary Kwan Yong, Jeffry, Om Burhan Kepala Suku, Arief Pak RT, Om Martin Ko Sum, Ko Ming-ming, Om Hengky, Hao, heri, Richard Teponk, Thomas Gathel, Andre Gathel, and Fristi Fresty Femo for the support and make me feel happy and not bored in the boarding house.
8. My good friends in Magelang, Hendra, Ariyanto Batuk, Halim Wawut, Yosua, Ivan Bawor, Naga, Fendy, Daniel, Rino.
9. All my KKN's friends in Kulon Progo.
10. For all people that I could not mention one by one. Thank you for your support and care. No words can express my happiness to have all of you as parts of my life.

With love,

**Edwin Salim**

## TABLE OF CONTENTS

<b>TITLE PAGE .....</b>	<b>i</b>
<b>APPROVAL PAGE .....</b>	<b>ii</b>
<b>COMMITTEE'S APPROVAL PAGE .....</b>	<b>iii</b>
<b>AUTHENTICITY ACKNOWLEDGEMENT.....</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>v</b>
<b>TABLE OF CONTENTS.....</b>	<b>vii</b>
<b>LIST OF TABLES .....</b>	<b>x</b>
<b>LIST OF FIGURES .....</b>	<b>xi</b>
<b>LIST OF APPENDIXES .....</b>	<b>xii</b>
<b>ABSTRACT .....</b>	<b>xiii</b>
<b>CHAPTER I: INTRODUCTION .....</b>	<b>1</b>
1.1. Research Background.....	1
1.2. Research Questions .....	3
1.3. Scopes of Research .....	3
1.4. Objectives of Research.....	4
1.5. Benefits of Research .....	4
1.6. Research Report Outline .....	5
<b>CHAPTER II: THEORETICAL FOUNDATION.....</b>	<b>6</b>
2.1. Introduction .....	6
2.2. Original versus Imitation .....	6
2.3. Consumer Attitude toward Counterfeits .....	10

2.3.1. Theory of Reasoned Action .....	13
2.3.2. Theory of Planned Behavior .....	14
2.4. Hypotheses Development .....	16
2.4.1. Price Quality Inference .....	16
2.4.2. Risk Averseness and Perceived Risk in Purchasing Counterfeits .....	17
2.4.2.1. Risk Averseness .....	17
2.4.2.2. Perceived Risk .....	18
2.4.3. Integrity .....	20
2.4.4. Personal Gratification .....	21
2.4.5. Subjective Norm .....	22
2.4.6. Behavioral Intentions .....	23
<b>CHAPTER III: RESEARCH METHODOLOGY .....</b>	<b>25</b>
3.1. Introduction .....	25
3.2. Context of Study .....	25
3.3. Method .....	26
3.4. Population and Sample .....	26
3.5. Research Variables .....	27
3.6. Reliability and Validity .....	29
3.7. Data Analysis .....	30
<b>CHAPTER IV: DATA ANALYSIS .....</b>	<b>33</b>
4.1. Introduction .....	33
4.2. Response Rate .....	33



4.3. Reliability and Validity Analysis.....	34
4.3.1. Reliability Analysis.....	34
4.3.2. Validity Analysis.....	35
4.4. Respondents' Profiles .....	36
4.4.1. Gender .....	36
4.4.2. Age.....	37
4.4.3. Educational Background .....	38
4.4.4. Income.....	39
4.5. Correlation Analysis .....	40
4.6. Determinants of Attitude toward Counterfeits.....	41
4.7. The Relation between Attitude toward Counterfeits and Behavioral Intentions.....	47
4.8. Comparison between Previous and Present Research.....	48
4.9. Summary .....	50
<b>CHAPTER V: CONCLUSION.....</b>	<b>51</b>
5.1. Introduction.....	51
5.2. Conclusion .....	51
5.3. Managerial Implication.....	52
5.4. Limitations of Research .....	54
5.5. Suggestions .....	54

## LIST OF TABLES

Table 3.1	Description of Hypotheses Items .....	28
Table 3.2	Analysis Method of Hypotheses .....	31
Table 4.1	Reliability Analysis.....	34
Table 4.2	Validity Analysis.....	35
Table 4.3	Gender.....	36
Table 4.4	Age .....	37
Table 4.5	Education.....	38
Table 4.6	Income.....	39
Table 4.7	Correlation Analysis.....	40
Table 4.8	Regression Analysis for Attitude toward Counterfeits .....	41
Table 4.9	One-Sample T-Test Analysis of Behavioral Intentions .....	44
Table 4.10	Regression Analysis for Behavioral Intentions.....	47
Table 4.11	Comparison between Previous and Present Study .....	49

## LIST OF FIGURES

Figure 2.1 Examples of Counterfeits.....	7
Figure 2.2 Examples of Knockoffs.....	8
Figure 2.3 Examples of Design Copies.....	9
Figure 2.4 Examples of Creative Adaptations.....	10
Figure 2.5 Theory of Planned Behavior.....	15
Figure 2.6 Conceptual Model.....	16
Figure 3.1 Conceptual Model.....	27
Figure 4.1 Gender.....	36
Figure 4.2 Age.....	37
Figure 4.3 Education.....	38
Figure 4.4 Income.....	39
Figure 5.2 Conceptual Model.....	52

## **LIST OF APPENDIXES**

Appendix 1: Questionnaire of the Research (English and Indonesian)

Appendix 2: Data of the respondents of Questionnaire

Appendix 3: Reliability and Validity analysis using SPSS

Appendix 4: Descriptive Statistics of respondents using SPSS

Appendix 5: Correlation analysis using SPSS

Appendix 6: One Sample t-Test analysis using SPSS

Appendix 7: Multiple regression analysis using SPSS

# CONSUMER ATTITUDE TOWARD COUNTERFEITS

Compiled by

Edwin Salim

Student ID Number: 07 12 16805

Supervisor

Fandy Tjiptono, SE., M.Com.

## ABSTRACT

These research objectives are to examine the determinants of attitude toward counterfeits and the impact on behavioral intentions in purchasing counterfeit products. The data used in this study were gathered by spread the questionnaires to Yogyakarta people. Correlation and regression were used to analyze the data.

The result showed that only integrity that did not significant in affect attitude toward counterfeits. The determinants that significant were price quality inference (-), risk averseness (-), perceived risk (-), personal gratification (+), subjective norm (+), and attitude toward counterfeits (+).

Keywords: Consumer behavior, Counterfeiting, Yogyakarta