

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1. Introduction

In this chapter, there will be conclusion of the paper, suggestion for further research and limitation of the research.

5.2. Conclusion

From the analysis and research about the factors that determine the intention to purchase counterfeit products, the author concludes the main conclusions as follows:

1. Fashion consciousness is significantly related to the intention to purchase counterfeit products.
2. Subjective norm is a significant factor in the counterfeit purchase intention.
3. Ethical judgment is significantly related to purchase counterfeit products.
4. Value consciousness is significantly related to intention to purchase counterfeit products.
5. Self-ambiguity is significantly related to intention to purchase counterfeit products.

5.3. Further Research

In this research, the objective is to analyze the factors that determine the intention to purchase counterfeit products. The respondents of this research is

limited to undergraduate students only, looking at the age of the respondents, therefore it is better for future research to broaden the category of the respondents to see more diverse answers of the respondents. Demographic variable that is used in this research is only age and gender. Future research can add more demographic factors such as income, because the result could be different based on the income of each respondent.

The future research can specify in one product category as the object of the research, for example counterfeits of bags from luxury brand. So, the questionnaire can be clearer of what kind of products does the researcher referring to.

5.4. Managerial Implication

This research is discussing about the factors that affect the purchase behavior of counterfeit products in Indonesia. The result of this research can help the companies of luxury fashion brand in Indonesia to prevent their products being copied by analyzing the factors and making strategies based on that.

Fashion consciousness of someone would affect his/her purchase decision of counterfeit product. Counterfeits come after the original one, this should be the idea that managers should give to the consumers. With the higher the fashion consciousness of someone, it will make them conscious about the trend that is happening in society and buying the counterfeit ones will not make them as trendsetter.

Our findings reveal that subjective norm is a significant factor to the purchase of counterfeit products. It means that the opinions of others affect someone's purchase decision. Therefore, influencing the consumers' perception that others may think buying counterfeit products are illegal act and considered as unethical behavior. Ethical judgment also will affect someone's decision in purchasing counterfeits. Company of luxury products should make strategies of how to change consumers' ethical judgment that buying counterfeits is considered as unethical. In Indonesia, where ethical behavior is strongly related to the religion, managers can relate this to religious consciousness. Buyers of counterfeits are value conscious. Therefore, managers can make campaign where they compare what are the differences between fake and original products and what values will consumers lose by buying fake ones. Consumers who are having low self-esteem are more likely to purchase counterfeit products, therefore managers can also give education where purchasing counterfeits will give embarrassment and lower the consumers' self-esteem.

5.5. Limitation of the Research

The limitations of this research are, there is no specification of what kind of fashion products does the author refer to and also the author uses personal judgment in grouping the demographic variable, which is age. The group was determined by using cumulative percentage in SPSS.

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