

# THE INFLUENCE OF NOVELTY SEEKING, INTEGRITY, CONSUMPTION STATUS ON INTENTION TO PURCHASE LUXURY COUNTERFEIT PRODUCTS WHICH IS MEDIATED BY ATTITUDE TOWARDS ITEMS

**Melly Wahyundari<sup>\*1</sup>, Nurainun<sup>2</sup>**

<sup>1,2</sup>Universitas Malikussaleh, Indonesia

<sup>2</sup>Corresponding Author: [nurainun@unimal.ac.id](mailto:nurainun@unimal.ac.id)

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## Abstract

This study aims to examine whether attitude toward counterfeit goods mediates the relationship between novelty seeking, integrity, status consumption, and purchase intention for luxury counterfeit products. The study employs primary data collected through questionnaires distributed to 161 respondents selected using purposive sampling. The data analysis method used in this study is SEM-PLS with the help of WrapPLS 8.0 software. To assess data validity, the researchers employed convergent validity, discriminant validity, average variance extracted (AVE), reliability tests, goodness of fit, coefficient of determination (R<sup>2</sup>), Q-square coefficient, and effect size. The findings reveal that novelty seeking and status consumption significantly influence purchase intention for luxury counterfeit products, while integrity does not. The mediation analysis shows that attitude toward counterfeit goods mediates the influence of integrity and status consumption on purchase intention for luxury counterfeit products. However, the mediation analysis for novelty seeking does not yield significant results.

**Keywords:** *novelty seeking, integrity, status consumption, attitude toward counterfeit goods, purchase intention for luxury counterfeit products.*

## 1. INTRODUCTION

Having up to date (latest) fashion products has become part of people's lifestyle, so that the fashion product industry such as bags, shoes, clothing, watches, jewelry and cosmetics continues to grow. The desire to own branded products is part of a hedonic lifestyle that is currently common among people, especially career women. However, not everyone can afford to have a well-known product brand due to the fairly high prices, so the counterfeit (imitation) product industry thrives. Hong Kong, Thailand is a counterfeits product country, because this country is able to produce quality imitation products. Thus, imitation fashion products continue to grow and have a market industry that is very interested in them (Ariati & Pratama, 2020).

Currently, many people, celebrities and influencers in Indonesia buy, use and show off international branded fashion products which are sold for millions to billions of rupiah. The more famous and expensive branded fashion products are, the more social recognition they receive (Yanuarsari, 2015). Changes in consumer preferences for imitation products are caused by the high prices of original products from luxury brands (Scotto et al., 2021). The main characteristic of counterfeit products is that most of the increase in counterfeit products in developing countries is caused by increased opportunities and consumer demand, as well as prices that are much cheaper than genuine products (Bian, 2011). Because they infringe patents and reduce sales of original manufacturers, purchasing counterfeit products reduces the profitability of luxury brands (Budiman, 2012).

The International Anti Counterfeiting Coalition (IACC) says that trade in counterfeit products accounts for about 5% to 7% of global trade. The Agreement on Trade-Related Aspects of Intellectual Property Rights (WTO) states that counterfeit goods are goods that illegally use any trademark. Therefore, the law of the importing country prohibits the use of such trademarks Khelvin Risandi (2022).

Consumer demand for imitation products continues to increase, because many consumers are pursuing social status and want to be considered fashion conscious. Even though there are legal sanctions for sellers and buyers, consumers are still aware of buying counterfeit goods (Junejo et al., 2020). The counterfeit goods industry, especially luxury products, not only threatens the global economy, but also local industries and brands. The

increasingly widespread counterfeiting of well-known brands, especially luxury goods, often has a negative impact on demand for genuine local brands (Edison Parulian, 2023).

Consumers who intend to purchase counterfeit luxury brand products are influenced by various factors that determine their decision whether to purchase or not. Consumer attitudes toward counterfeit goods play an important role in this. If consumers have a positive attitude, they are likely to intend to purchase them. Conversely, if consumers have a negative attitude, they are likely to avoid purchasing counterfeit products. According to Kim & Karpova (2009), attitudes toward purchasing counterfeit goods are positively related to their intention to purchase them (Faruqui et al., 2017). In addition, one of the main factors that increases the demand for counterfeit products is consumer behavior itself, which is influenced by various aspects such as Novelty Seeking (NS), Integrity (I), Status Consumption (SC), and Attitude Towards Counterfeit Goods (ATCG).

This research was conducted in the cities of Medan and Lhokseumawe aimed at career women as consumers who want to buy luxury counterfeits products (imitation luxury brands). According to the Central Bureau of Statistics (CBS), career women in the cities of Medan and Lhokseumawe always increase every year. Some career women are very concerned about their appearance, such as self-care or looking attractive to help them feel better about themselves and try to attract the attention of others, both professionally and personally. So, some career women will follow up-to-date branded fashion products. To show achievement and success to others, using luxury brand products is the solution. However, not everyone can afford these luxury brand products because the prices are very expensive, so they have imitation luxury brand products that are relatively much cheaper than the original products.

## **2. THEORETICAL FRAMEWORK AND EMPIRICAL STUDIES**

### **2.1 Purchase Intention Luxury Counterfeit Product (PILCP)**

Purchase intention is the consumer's tendency to purchase a product or brand based on personal experiences, the environment, and the considered product attributes (Belch, 2004). This intention arises from beliefs and attitudes towards the product and is influenced by internal and external factors. The stronger the desire to buy, the more likely a purchasing decision will be made (Prakosa & Anwar, 2017).

According to Ajzen (2002), intention is the tendency of a person to do or not do something. According to Mowen (2002), purchasing intention is a person's decision to perform an action, such as purchasing a product or service. Intention indicates how strong a person's desire is to perform a behavior. The stronger the desire, the more likely the behavior is to occur. (Oktavirana et al., 2022). Schiffman et al. (2015) identified purchase intention as a key element in a consumer's perceived likelihood of purchasing a particular product.

According to (Kotler & Armstrong, 2010), it states that the purchasing behavior of consumers in relation to a product is influenced by several factors, namely: Social influence factor and personal factors. However, according to Zhuang et al., (2021), several factors influence purchase intentions, including: Product quality and perceived value, trust and perceived risk, subjective norms and social environment, influence of attitudes and perceived behavioral control, and environmental and cognitive factors in respectful products of the environment.

Luxury brands are defined as products that are purchased for their psychological value rather than their functional or economic value (Doss & Robinson, 2013). According to Penz and Stottinger (2012), consumers purchase luxury brands based on the physical characteristics and status conveyed by the brand/logo. Consumers who pay attention to the aesthetic features of the product buy more fake products. Counterfeit products are defined as the production of fake products that are identical to legitimate products in packaging, branding and labeling (Chen et al., 2022). Consumers purchase counterfeit products to gain value and status without paying more (Elsantil et al., 2021).

### **2.2 Novelty Seeking (NS)**

Novelty seeking is the behavior of individuals who seek new experiences or information to gain sensation, avoid boredom, and present surprises. Pearson (1970) and Berlyne (1950) introduced this concept as a way of recognizing relationships in individual motives. Novelty seeking involves two types of behavior: seeking novel information in the environment and changing stimuli to avoid boredom (Hirschman, 1980). Furthermore, novelty seeking is often related to innovation, where innovative individuals tend to explore new ideas and adopt changes to improve problem-solving skills.

Before purchasing, consumers tend to conduct product research to reduce uncertainty, and product innovation can trigger purchase intention. Novelty seeking has a positive relationship with purchase intention, especially for novelty seekers. Research by Setyawati (2021) and Liaquat et al. (2020) showed that product novelty

search increases the intention to purchase counterfeit products, especially for consumers who value hedonic benefits. Research by Hidayat and Diwasasri (2013) shows that novelty seeking are motivated to stand out by searching for unique product information. Liaquat et al., (2020) found that novelty seeking has a positive impact on attitudes toward counterfeit products, where people try new things to satisfy the need for novelty Not a specific need. However, Dewanthi (2020) found that novelty seeking did not have a significant impact on consumer attitudes toward counterfeit fashion products in Indonesia. This is because purchases are often driven by personal needs rather than a collection of brand models.

**H<sub>1</sub>** : Novelty seeking has an effect on the intention to purchase luxury counterfeit products among career women.

**H<sub>2</sub>** : Novelty seeking influences attitudes toward counterfeit goods.

### **2.3 Integrity (I)**

Integrity includes behavior, values, principles, and consistency between thoughts, words, and actions that conform to standards (Romadhona et al., 2023). Integrity is related to morality, ethics, honesty, and consistency of character. Scientifically, integrity is defined as the honesty and correctness of individual actions. Normative ethical theory and social justice underpin the understanding of integrity that is important in research and academic life. According to Smith (2022), integrity reflects honesty and the ability to earn the trust of others, as well as individual responsibility for actions that are consistent with appropriate values and principles.

According to Crisafulli et al., (2020), several factors can influence integrity in generating purchase intentions, namely trust, ethical commitment, and brand credibility. Integrity refers to an honest attitude and strong moral principles. According to Tang et al., (2014), some consumers believe that buying counterfeit products does not harm society and is ethically acceptable, while others see it as a bad act. Phau and Teah (2009) found that integrity has a significant effect on purchase intentions, with consumers who value integrity tending to avoid counterfeit products. Research by Romadhona et al., (2023) also support this finding, showing that integrity has a negative effect on intentions to purchase counterfeit luxury products.

Consumers often rationalize their unethical behavior as justified. However, people who value integrity tend to have negative feelings towards counterfeit products. Research by Anas Hidayat (2021) and Liaquat et al., (2016) found that integrity negatively affects attitudes towards counterfeit products. Singh et al., (2021) also found similar results in the context of counterfeit luxury fashion products. Overall, people with high integrity tend to avoid counterfeit products.

**H<sub>3</sub>** : Integrity influences the intention to purchase luxury counterfeit products among career women.

**H<sub>4</sub>** : Integrity influences attitudes towards counterfeit goods.

### **2.4 Status Consumption (SC)**

Status consumption is the motivation of an individual to improve their social image by purchasing items that attract attention and reflect their status, regardless of income or social class (Iin Mayasari et al., 2022). This consumption is often associated with expensive products and is intended to satisfy social but also personal needs. People with this tendency want to stand out from others. According to Eastman et al. (1999), status consumption is a way in which people can increase their social status by using items that symbolize this status. Various studies have shown that status consumption influences behavior in the field of cosmetics, luxury fashion, and restaurants.

High-end fashion consumers purchase products to express their status and customer image related to how others perceive them (Yoo and Lee, 2009). Status consumption reflects importance and influences others through the consumption of specific products (Phau, 2009). Studies have shown that status use has a positive effect on purchase intention (Budiman, 2012; Ha and Tam, 2015). Status-conscious consumers are self-expressive and are willing to pay more for products that represent high status, but they shy away from buying counterfeits for fear of damaging their image (Phau and Teach, 2009).

Research by Raf et al., (2024) shows that status enjoyment has a positive effect on attitude toward counterfeit products. Abdullah and Yu (2019) found that people with low status buy counterfeit products to show their status compared to people with higher status. A study by Junejo et al., (2020) also showed a positive relationship between consumption status and attitude towards counterfeit products. Status goods are valued for the image they can project, so consumers sometimes go beyond ethical boundaries to obtain them, although understandings of the status of goods may vary among consumers.

**H<sub>5</sub>** : Consumption status influences the intention to purchase luxury counterfeit products among career women.

**H<sub>6</sub>** : Consumption status influences attitudes towards counterfeit goods.

## 2.5 Attitude Towards Counterfeit Goods (ATCG)

Attitude is a person's tendency to react positively or negatively to something, reflecting satisfaction or dissatisfaction (Rahmadiane, 2016). Huang et al., (2004) stated that attitude is a learned tendency to react to certain situations, which is often used to predict consumers' intentions and behavior. Attitudes toward counterfeit products are influenced by social and personality factors (Augustinah, 2020). Consumers often purchase counterfeit products because of their affordable prices, although quality and ethics also play a role. Consumers who own original products tend to view counterfeit products negatively, while owners of counterfeit products view them more positively (Dewanthi, 2020). Attitude is often used as an indicator to predict purchase intention and consumer behavior. A positive attitude toward counterfeiting increases the probability of purchasing a counterfeit brand, while a negative attitude decreases this probability (Phau, 2009). Purchase intention refers to an individual's involvement in the use of counterfeit products. Research shows that attitude has a positive effect on consumer purchase intention, including the findings of Rahmadiane (2016) confirming this.

According to Huang et al., (2004). Fashion consumers who follow trends have shown that the more interested they are in new trends, the more they support counterfeits (Harun et al., 2012). Although attitudes towards counterfeits may show a positive influence between novelty seeking and purchase intention, Dewanthi's (2020) study stated that novelty seeking did not have a significant impact on consumer attitudes related to purchase intention. Many Indonesians do not feel the need to buy counterfeits to try product variations, and even though counterfeits are cheaper, the main reason for purchasing is love, not a collection of certain brands. The concept of attitude is closely related to the beliefs and behaviors that influence consumers' interest in purchasing a particular product. Attitudes toward counterfeit products negatively impact integrity and purchase intention. Research by Rahmadiane (2016) shows that integrity has a significant negative effect on attitudes and purchase intentions. Cordel (1996) found that people with high integrity and legal knowledge tended to have negative attitudes toward counterfeiting and were more reluctant to purchase counterfeit products. Furthermore, Phau (2009) argued that consumers with high integrity are less likely to purchase counterfeit luxury products. Therefore, consumers who do not want to buy counterfeit products tend to have negative attitudes towards these purchases, which is also confirmed by the research of Samektoaji (2015).

Social factors that influence consumer purchasing behaviors include references to groups, family, and social status. Status consumption motivates people to express their status through product purchases. Status-conscious consumers want brands to reflect their identity, which impacts their attitude toward counterfeit products (Iin Mayasari et al., 2022). Research by Junejo et al. (2020) and Haseeb & Mukhtar (2016) indicates that brand purchasing aims to increase respect and standing in front of others, as well as to create a positive attitude toward counterfeit products. The reasons for purchasing counterfeit products are class expression and image in society.

**H<sub>7</sub>** : Attitudes towards counterfeit goods influence the intention to purchase luxury counterfeit products.

**H<sub>8</sub>** : Attitude mediates the influence between novelty seeking and the intention to purchase luxury counterfeit products.

**H<sub>9</sub>** : Attitude mediates the influence between integrity and intention to purchase luxury counterfeit products.

**H<sub>10</sub>** : Attitude mediates the influence between consumption status and intention to purchase luxury counterfeit products.

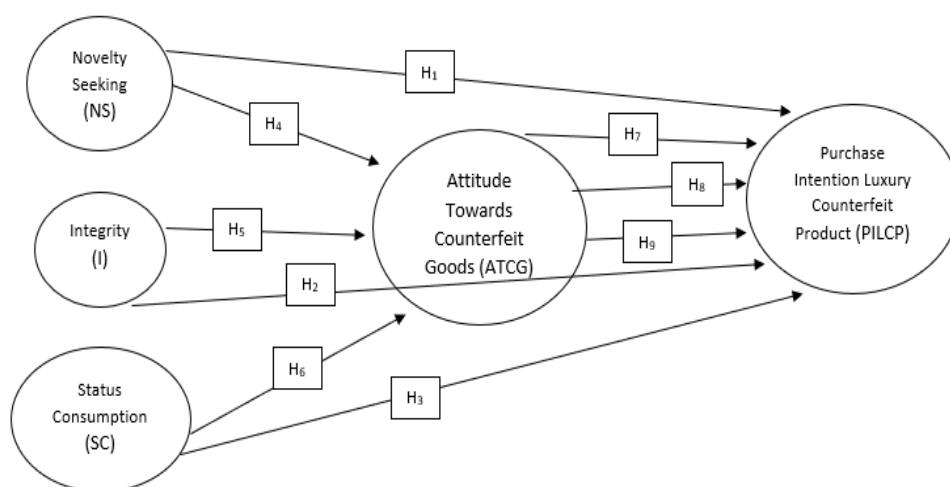


Figure 1. Conceptual Framework Model

### 3. RESEARCH METHODS

#### 3.1 Sampling and Data Collection

The selection of research subjects was conducted among consumers who purchased imitation luxury products (counterfeit luxury products), with the research location located in Medan and Lhokseumawe cities, focusing on career women. The population of this study consisted of consumers who purchased imitation luxury products. Sampling using the non-probability sampling method, the samples were collected using purposive sampling techniques with the criteria of career women aged at least 20 years who purchased the product. The number of samples was determined to be up to 161 respondents, following the guidelines of Hair et al. (2019).

#### 3.2 Measurement

This study used a questionnaire with a 5-point Likert scale to collect each data.

Tabel 1. Measurement

Variable	Indicator	Item
Novelty Seeking (NS) (Bahkshian <i>et al.</i> , 2019)	I love being the first to own and wear the latest fashion trends (clothes, bags, shoes, belts, watches, etc).	NS1
	I feel excited and happy when I discover new and exciting things (clothes, bags, shoes, belts, watches, etc).	NS2
	There are many designer items (clothes, bags, shoes, belts, watches, etc.) that are considered trendy or modern.	NS3
	I read a lot of fashion magazines (clothes, bags, shoes, belts, watches, etc.) and fashion influencers on social media.	NS4
	I feel happy and confident wearing my latest fashion products (clothes, bags, shoes, belts, watches, etc).	NS5
Integrity (I) (Bahkshian <i>et al.</i> , 2019)	I think honesty is the most important quality that every person should have.	I1
	In my opinion, politeness reflects the character of an individual.	I2
	I think there are certain qualities that people in charge have that I admire.	I3
	I think people who have high self-esteem are more confident and capable of achieving their goals.	I4
	I feel most confident wearing fashion products (clothes, bags, shoes, belts,	SC1



Status Consumption (SC) (Bahkshian <i>et al.</i> , 2019)	bags, etc.) that are considered status.	
	I am interested in buying new fashion products (clothes, bags, shoes, belts, watches, etc.) to improve my social status.	SC2
	I am willing to buy fashion products (clothes, bags, shoes, belts, watches, etc.) at a high price just to show my social status.	SC3
	I tend to buy high-end items (clothes, bags, shoes, belts, watches, etc.) that are comfortable and functional rather than trendy and trendy items.	SC4
	I feel that a high-end product (clothes, bags, shoes, belts, watches, etc.) has a higher quality than everyday high-end products.	SC5
Attitude Towards Counterfeit Goods (ATCG) (Bahkshian <i>et al.</i> , 2019)	For price reasons, I prefer fake luxury fashion products (clothes, bags, shoes, belts, watches, etc.) because they are cheaper.	ATCG1
	I often buy imitations of luxury fashion products (clothes, bags, shoes, belts, watches, etc.) because I love patterns and designs.	ATCG2
	Generally speaking, buying counterfeit luxury fashion products (clothing, bags, shoes, belts, watches, etc.) allows consumers to get more variety for the same budget.	ATCG3
	Buying counterfeit luxury fashion products (clothes, bags, shoes, belts, watches, etc.) is an individual right and cannot be prosecuted.	ACTG4
	In general, buying counterfeit luxury fashion products (clothes, bags, shoes, belts, watches, etc.) is not a poor quality item and sometimes just as good as the original product.	ACTG5
	I am willing to buy imitation luxury fashion products	PILCP1

Purchase Intention Luxury Counterfeit Product (PILCP) (Bahkshian <i>et al.</i> , 2019)	(clothes, bags, shoes, belts, watches, etc).	
	I am reminded of imitation luxury fashion products (clothes, bags, shoes, belts, watches, etc.) when I want to buy a fashion product.	PILCP2
	I will recommend my friends to buy imitation luxury fashion products (clothes, bags, shoes, belts, watches, etc).	PILCP3
	I am willing to tell others good things about luxury fashion products (clothes, bags, shoes, belts, watches, etc).	PILCP4

Source : Processed data (2024)

The data analysis method used in this study is the Structural Equation Model (SEM) approach based on Partial Least Squares (PLS). SEM is a field of statistical study that can test a series of relationships that are relatively difficult to measure simultaneously. SEM is an integrated analysis technique between confirmatory factor analysis, path analysis and structural models (Solimun, 2002). This study uses a Likert scale and will be analyzed to convert qualitative data into quantitative data, where the data obtained is primary data. The data collection technique used in this study consists of using a Google Form questionnaire distributed via a link. The link will be shared by researchers through WhatsApp social networks. Researchers collect data within a month.

To ensure that the selected respondents meet the criteria acceptable for the purpose of the study, a purposive sampling method was used. According to Hair *et al.* (2019), the sample size should be 100 or more. Therefore, it is recommended that the minimum sample size be 5-10 observations for each parameter to be assessed, multiplied by the number of indicators. The questionnaire was rated on a 5-point Likert scale, where 1 means “strongly disagree” and 5 means “strongly agree”. Non-probability sampling and purposive sampling with time limitation were used in this study (Bougie & Sekaran, 2019). The questionnaire was divided into three parts: respondent criteria, respondent profile, and indicators for each variable. Respondents must be at least 20 years old and professional women who have purchased counterfeit luxury goods (imitations of luxury brands) in one or more purchases. The questionnaire, distributed online, received a total of 161 valid responses that met the criteria.

## 4 Data Analysis And Discussions

### 4.1 Data Analysis

The questionnaire was distributed online from June 4 to June 30, 2024. A total of 178 questionnaires were distributed, but only 161 questionnaires met the criteria and could be further analyzed. The following is the profile of the respondents. It was found that the majority of respondents were 20–25 years old (35.4%), had a bachelor's degree (62.1%), worked in the private sector (27.3%), lived in Medan (74.5%), and were single (60.2%), with a monthly income of 1,000,000–3,000,000 (42.2%).

Tabel 2. Respondent Profile

	Characteristic	Frequency	Percentage
Age	20 – 25 years old	57	35,4
	25 – 30 years old	52	32,3
	31 – 35 years old	25	15,5
	36 – 40 years old	12	7,5
	41 – 45 years old	10	6,2
	46 – 50 years old	3	1,9
	>50 years old	2	1,2
Latest education	SMA	33	20,5
	Dipolma	19	11,9

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Melly Wahyundari and Nurainun

Employment Status	Sarjana (S1)	100	62,1
	Magister (S2)	7	4,3
	Doktor (S3)	2	1,2
	ASN (government employee)	14	8,7
	Honorary	22	13,7
	Private Employee	44	27,3
	Bank Employee	15	9,3
	BUMN Employee	14	8,7
	Civil Servant (Lecturer / Teacher)	13	8,1
	P3K Employee	4	2,5
	Profession (Doctor, Nurse, Midwife, Lawyer and Accountant)	21	13
	Entrepreneur / Businessman (MSME)	14	8,7
	Lhokseumawe	41	25,5
	Medan	120	74,5
Marital Status	Unmarried/Single	97	60,2
	Married	60	37,3
	Divorced	4	2,5
Monthly Income	1.000.000 - 3.000.000	68	42,2
	3.000.000 - 5.000.000	74	46
	5.000.000 - 10.000.000	16	9,9
	>10.000.000	3	1,9

Source : Processed Data (2024)

The description of the research results is the response of the respondents who filled the questionnaire on the influence of novelty seeking, integrity and status consumption on the intention to purchase published counterfeit luxury products by attitudes toward counterfeit products. From the descriptive results, the trend of respondents' response to each research variable will be examined. In this study, the rating based on Likert scale for respondents' responses can be ranked. Scores assigned are SS or "Very much so" (5), S or "Agree" (4), N or "Neutral" (3), TS or "Neutral" (2) and STS or "Not satisfied" (1) .

Tabel 3. Descriptive Statistics

Variable	Item Code	Mean
Novelty Seeking	NS4	4,07
Integrity	I1	4,65
Status Consumption	SC4	4,56
Attitudes Towards Counterfeit Goods	ATCG5	4,02
Purchase Intention Luxury Counterfeit Product	PILCP1	3,81

Source : Processed Data (2024)

In the NS4 statement, the average score of respondents' answers was 4.07. The majority of the answers chosen by respondents were "strongly agree", which accounted for 63 people with a percentage (39.1%) with the statement "I often read fashion product magazines (clothes, bags, shoes, belts, watches, etc.) and fashion product influencers on social media". In statement I1, the average score of the respondents' answers was 4.65. The majority of the answers chosen by the respondents were in complete agreement, that is, 122 people with a percentage (75.8%), with the statement "I think that honesty is the most important characteristic that every individual should have". In the SC4 statement, the average score of the respondents' responses was 4.56. Most of the answer choices agreed, i.e. 115 respondents percentage (71.4%) stated, "I prefer to buy fashion products (clothes, bags, shoes,



belts, watches, etc.) because I feel comfortable and functional. A beautiful and fashionable product. In the ATCG5 statement, the average score of the respondents' answers was 4.02. Most of the answers selected by the respondents agreed and strongly agreed, i.e. 61 people with a percentage (37.9%), with the statement "In general, the quality of counterfeit luxury fashion products (clothing, bags, shoes, belts, watches, etc.) is not always bad. In the PILCP1 statement, the average response of respondents was 3.81. The majority of responses selected by respondents were strongly agree and strongly agree, 68 percent (42.2%) with the statement "I am willing to buy fake luxury fashion products ( clothes, bags, shoes, belts, watches, etc).

This validity test is used for constructs that have unidimensionality or to find out whether the indicators used can confirm a construct or a variable. There are two types of validity in PLS-SEM, namely convergent validity and discriminant validity. The output of the WarpPLS program in the form of factor loadings is used to test convergent validity and measurement instruments. According to Hair et al (2013), if the loading factors are  $> 0.7$  and significant ( $p < 0.005$ ), convergent validity is complete. Meanwhile, Solimun et al. (2017) also stated that factor loadings  $\geq 0.5$  to  $0.6$  are sufficient for convergent validity. Convergent validity testing is assessed by external loading and average variance extracted (AVE); The criteria of external loading  $> 0.7$  and AVE  $> 0.5$  indicate a high level of validity.

Tabel 4. Outer Loading

Latent Variable	Indicator	Loading Factor	P-Value
Novelty Seeking	NS1	(0.778)	$>0.001$
	NS2	(0.809)	$>0.001$
	NS3	(0.739)	$>0.001$
	NS4	<b>(0.604)</b>	$>0.001$
	NS5	(0.749)	$>0.001$
Integrity	I1	(0.807)	$>0.001$
	I2	(0.879)	$>0.001$
	I3	(0.822)	$>0.001$
	I4	(0.741)	$>0.001$
Status Consumption	SC1	(0.861)	$>0.001$
	SC2	(0.843)	$>0.001$
	SC3	<b>(0.671)</b>	$>0.001$
	SC4	<b>(0.206)</b>	$>0.001$
	SC5	<b>(0.622)</b>	$>0.001$
Attitude Towards Counterfeit Goods	ATCG1	(0.872)	$>0.001$
	ATCG2	(0.860)	$>0.001$
	ATCG3	(0.881)	$>0.001$
	ATCG4	(0.891)	$>0.001$
	ATCG5	(0.850)	$>0.001$
Purchase Intention Luxury Counterfeit Product	PILCP1	(0.831)	$>0.001$
	PILCP2	(0.866)	$>0.001$
	PILCP3	(0.901)	$>0.001$
	PILCP4	(0.888)	$>0.001$

Source : Processed Data (2024)

Based on the outer loading results in Table 4, we know that the outer loading value of all indicators except NS4 is  $>0.7$ , that is, 0.604, 0.671 in SC3, 0.206 in SC4 and 0.622 in SC5. This means that the outer loading value is between 0.2 and 0.7, which can be considered for elimination (Hair et al., 2013). However, in this study, the researcher preferred to eliminate the indicators with external loading value  $<0.7$ , which is more significant, so re-estimation is required. The indicators removed were novelty seeking (NS4), status consumption (SC3), (SC4), (SC5), then re-estimation was done with the remaining indicators.

Tabel 5. Outer Loading Re-Estimation

# THE INFLUENCE OF NOVELTY SEEKING, INTEGRITY, CONSUMPTION STATUS ON INTENTION TO PURCHASE LUXURY COUNTERFEIT PRODUCTS WHICH IS MEDIATED BY ATTITUDE TOWARDS ITEMS

Melly Wahyundari and Nurainun

Latent Variable	Indicator	Loading Factor	P-Value
Novelty Seeking	NS1	(0.835)	>0.001
	NS2	(0.783)	>0.001
	NS3	(0.822)	>0.001
	NS5	<b>(0.698)</b>	>0.001
Integrity	I1	(0.807)	>0.001
	I2	(0.879)	>0.001
	I3	(0.822)	>0.001
	I4	(0.741)	>0.001
Status Consumption	SC1	(0.936)	>0.001
	SC2	(0.936)	>0.001
Attitude Towards Counterfeit Goods	ATCG1	(0.872)	>0.001
	ATCG2	(0.860)	>0.001
	ATCG3	(0.881)	>0.001
	ATCG4	(0.891)	>0.001
	ATCG5	(0.850)	>0.001
Purchase Intention Luxury Counterfeit Product	PILCP1	(0.831)	>0.001
	PILCP2	(0.866)	>0.001
	PILCP3	(0.901)	>0.001
	PILCP4	(0.888)	>0.001

Source : Processed Data (2024)

Based on the re-evaluation results of Table 5 above, it seems that there is one indicator below <0.7, namely NS5, whose indicator should be removed to reach the estimated value > 0.7. Indicators that can be used in the next stage of analysis are NS1, NS2, NS3 to measure novelty seeking, I1, I2, I3, I4 to measure integrity. SC1, SC2 to measure status consumption, ATCG1, ATCG2, ATCG3, ATCG4, ATCG5 to measure attitude towards counterfeit products, PILCP1, PILCP2, PILCP3, NMLCP4 to measure intention to purchase counterfeit luxury products. Here are the results of the final analysis step, which can be found in Table 6 below:

Table 6. Final Stage Estimate

Latent Variable	Indicator	Loading Factor	P-Value
Novelty Seeking	NS1	(0.893)	>0.001
	NS2	(0.736)	>0.001
	NS3	(0.882)	>0.001
Integrity	I1	(0.807)	>0.001
	I2	(0.879)	>0.001
	I3	(0.822)	>0.001
	I4	(0.741)	>0.001
Status Consumption	SC1	(0.936)	>0.001
	SC2	(0.936)	>0.001
Attitude Towards Counterfeit Goods	ATCG1	(0.872)	>0.001
	ATCG2	(0.860)	>0.001
	ATCG3	(0.881)	>0.001
	ATCG4	(0.891)	>0.001
	ATCG5	(0.850)	>0.001
Purchase Intention Luxury Counterfeit	PILCP1	(0.831)	>0.001
	PILCP2	(0.866)	>0.001
	PILCP3	(0.901)	>0.001

Product	PILCP4	(0.888)	>0.001
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Source : Processed Data (2024)

Final estimation results show that all indicators have a factor loading >0.7 with significant support ( $p < 0.001$ ), as he who meets the good truth. The new search variable has validity with a loading factor of 0.893 (NS1) and 0.736 (NS2). The integrity variable meets validity with a factor loading of 0.807–0.879 across its four indicators. It has variable cost validity with a loading factor of 0.936 for SC1 and SC2. The attitude variable for counterfeit goods is valid with a loading of 0.850–0.891 on its five indicators. The purchase intention counterfeit product is also valid with a factor loading of 0.831–0.901. All indicators support positive validity for each variable.

Discriminant validity measures the extent to which a construct differs from other constructs. There are two approaches to testing it: (1) Compare the external loading of an indicator on its latent variable with the external loading of the indicator on another latent variable, ensuring that the indicator better measures its own latent variable. (2) Use the Fornell-Larcker approach, namely, compare the square root of the AVE of the latent variable with the correlation of the latent variable with the other latent variables. The square root of the AVE must be greater than the correlation with the other latent variables to satisfy discriminant validity.

Table 7. Fornell-Larcker Value

	X1	X2	X3	Z	Y
X1	<b>(0.840)</b>				
X2	0.282	<b>(0.814)</b>			
X3	0.524	0.095	<b>(0.936)</b>		
Z	0.242	-0.005	0.356	<b>(0.871)</b>	
Y	0.332	-0.051	0.455	0.813	<b>(0.872)</b>

Source : Processed Data (2024)

The results of the discriminant validity test using the Fornell-Larcker approach show that the value of the square root of the AVE (diagonal) is greater than the value of the correlation between the latent variables. This indicates that the developed instrument/questionnaire has good discriminant validity.

Tabel 8. Cross-Loading Value

	X1	X2	X3	Z	Y
NS1	<b>(0.893)</b>	0.136	0.427	0.105	0.242
NS2	<b>(0.736)</b>	0.308	0.535	0.375	0.400
NS3	<b>(0.882)</b>	0.153	0.379	0.161	0.219
I1	0.041	<b>(0.807)</b>	-0.010	0.125	0.026
I2	0.166	<b>(0.879)</b>	0.044	0.070	-
					0.030
I3	0.242	<b>(0.822)</b>	0.133	-0.120	-
					0.106
I4	0.306	<b>(0.741)</b>	0.150	-0.104	-
					0.056
SC1	0.482	0.135	<b>(0.936)</b>	0.207	0.316
SC2	0.499	0.042	<b>(0.936)</b>	0.459	0.536
ATCG1	0.180	-0.040	0.398	<b>(0.872)</b>	0.750
				)	
ATCG2	0.329	-0.026	0.323	<b>(0.860)</b>	0.750
				)	
ATCG3	0.301	0.018	0.345	<b>(0.881)</b>	0.725
				)	
ATCG4	0.043	-0.031	0.233	<b>(0.891)</b>	0.711

Source : Processed Data (2024)

Table 8 shows that the cross-loading test confirms that the loading value of the indicator on its latent variable is higher than that on the other latent variables. Based on the results of Fornell-Larcker and the cross-loading test, it can be concluded that the constructs and indicators of this study are discriminantly valid.

Another parameter for discriminant validity is the average variance extracted (AVE) value, which indicates the extent to which the latent variable can explain the variance of its indicators. AVE >0.5 means that the latent variable absorbs more than 50% of the information from its indicators and is considered good (Hair et al., 2014). The AVE value >0.5 is acceptable, and the results are shown in Table 9.

Table 9. Average Variance Extracted (AVE) Value

Variable	AVE	Critical Value	Information
Novelty Seeking	0.706	0.5	Valid
Integrity	0.662	0.5	Valid
Status Consumption	0.876	0.5	Valid
Attitude Towards Counterfeit Goods	0.759	0.5	Valid
Purchase Intention Luxury Counterfeir Product	0.760	0.5	Valid

Source : Processed Data (2024)

Reliability describes the measurement consistency and precision of the measurement instrument (Latan & Ghozali, 2012). Reliability was tested with two criteria: Cronbach's alpha, accepted if >0.6, and composite reliability, accepted if >0.7.

Table 10. Reliability Test

Variable	Composite reliability	Cronbach's Alpha	Information
Novelty Seeking	0.877	0.788	Reliabel
Integrity	0.877	0.829	Reliabel
Status Consumption	0.934	0.858	Reliabel
Attitude Towards Counterfeit Goods	0.940	0.920	Reliabel
Purchase Intention Luxury Counterfeit Product	0.927	0.895	Reliabel

Source : Processed Data (2024)

Before interpreting the results of the hypothesis tests, the model must demonstrate a good fit, which indicates the fit of the SEM model to the empirical data. Once appropriateness requirements are met, data analysis can proceed to hypothesis testing.

Table 11. Goodness of Fit Model

Parameter	Fit criteria	Coefficient	Information
Average path coefficient (APC)	P<0.05	0.248, P<0.001	Meet the fit model
Average R-squared (ARS)	P<0.05	0.485, P<0.001	Meet the fit model
Average adjusted R-squared (AARS)	P<0.05	0.474, P<0.001	Meet the fit model
Average block VIF (AVIF)	acceptable if <= 5, ideally <= 3.3	1.209	Ideally

# THE INFLUENCE OF NOVELTY SEEKING, INTEGRITY, CONSUMPTION STATUS ON INTENTION TO PURCHASE LUXURY COUNTERFEIT PRODUCTS WHICH IS MEDIATED BY ATTITUDE TOWARDS ITEMS

Melly Wahyundari and Nurainun

Average full collinearity VIF (AFVIF)	acceptable if $\leq 5$ , ideally $\leq 3.3$	2.093	Ideally
Tenenhaus Gof (GoF)	small $\geq 0.1$ , medium $\geq 0.25$ , large $\geq 0.36$	0.604	Large
Sympson's paradox ratio (SPR)	acceptable if $\geq 0.7$ , ideally = 1	1.000	Accepted
R-squared contribution ratio (RSCR)	acceptable if $\geq 0.9$ , ideally = 1	1.000	Accepted
Statistical suppression ratio (SSR)	acceptable if $\geq 0.7$	1.000	Accepted
Nonlinear bivariate causality direction ratio (NLBCDR)	acceptable if $\geq 0.7$	1.000	Accepted

Source : Processed Data (2024)

The WarpPLS output results show that the model fits the data. The Average Path Coefficient (APC) indicator of 0.248 and  $P = 0.001$  ( $< 0.05$ ) indicates that abnormal variables affect the endogenous type and representative model. The Average R-squared (ARS) of 0.485 and the Average Adjusted R-squared (AARS) of 0.474, both significant ( $P < 0.001$ ), indicate a strength of 47.4% of abnormal changes in endogenous variables. The AVIF value of 1.209 and AFVIF of 2.093 (both  $\leq 3.3$ ) indicate that the model is free from multicollinearity, meaning that each variable is not highly correlated.

The coefficient of determination ( $R^2$ ) measures how much the independent variable affects the dependent variable. The  $R^2$  value shows the strength of the model: strong (0.75), medium (0.50) and weak (0.25) (Hair et al., 2019). The higher the value of  $R^2$ , the better the prediction model and the quality of the proposed analysis.

Table 12. R-Square

Variable	R-Square Value
Attitude Towards Counterfeit Goods	0.247
Purchase Intention Luxury Counterfeit Product	0.723

Source : Processed Data (2024)

From the table, the latent variable of attitude toward counterfeit goods has an  $R^2$  of 0.247, indicating that the three independent variables predict 24.7% (weak influence) of the attitude. Meanwhile, the  $R^2$  for the purchase intention of luxury counterfeit goods is 0.723, indicating that attitude toward counterfeit products can predict 72.3% (strong influence) of the product purchase intention. This  $R^2$  met the established requirements (Hengky & Imam, 2012).

The Q-squared coefficient ( $Q^2$ ) measures how well the observed values generated by the model compare to its parameter estimates. A  $Q^2$  value  $> 0$  indicates that the model has predictive relevance, while  $Q^2 < 0$  indicates that the model is less predictively important (Ghozali, 2014).

Table 13. Predictive Relevance

Variable	Q-Square Value
Attitude Towards Counterfeit Goods	0.243
Purchase Intention Luxury Counterfeit Product	0.721

Source : Processed Data (2024)

Based on the table above, the K-squared values for intention to purchase counterfeit luxury goods and attitude toward counterfeit goods are 0.721 and 0.243, respectively. Since the K-squared value is  $> 0$ , it can be concluded that the model has good predictive relevance.



The effect size (F2) value in this study indicates the extent to which the exogenous variable affects the endogenous variable. The F2 effect size is estimated as follows: 0.02 (low), 0.15 (medium), and 0.35 (high).

Table 14. Effect size (F-Square)

	X1	X2	X3	Z	Y
Z	0.154	-0.231	0.328		
Y	0.141	-0.012	0.127	0.744	

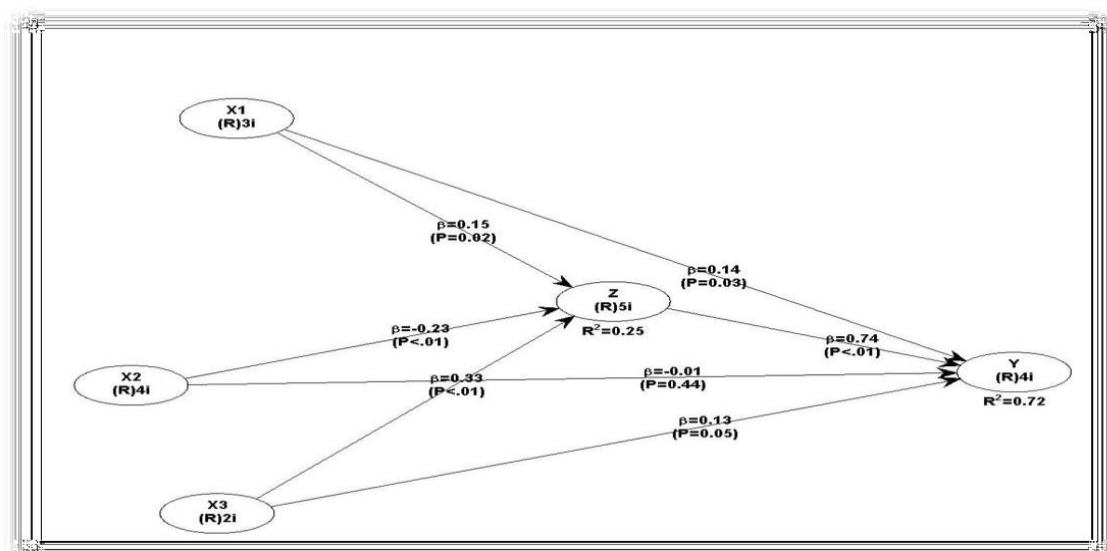
Source : Processed Data (2024)

Based on Table 14, it can be concluded that:

- X1 against Z has an effect value of 0.154 (high).
- X2 against Z has an effect value of -0.231 (high).
- X3 against Z has an effect value of 0.328 (high).
- Z against Y has an effect value of 0.744 (high).
- X1 against Y has an effect value of 0.141 (high).
- X2 against Y has an effect value of -0.012 (low).
- X3 against Y has an effect value of 0.127 (high).

The regression model analyzed using WarpPLS 8.0 software has been tested under different hypotheses and shows evidence for all of the proposed hypotheses. The level of significance of the hypothesis is determined based on the P-Value. Significance level criteria P-Value  $\leq 1\%$  (0.01) is (high significance), P-Value  $\leq 5\%$  (0.05) is (significance), and P-Value  $\leq 10\%$  (0.10) is (low significance).

Figure 1. Hypothesis Test Results



According to figure 1, the influence of variables X1, X2, and X3 on Y is 72%, while their influence on Z is 25% :

1. Novelty seeking (X1) : There is a direct relationship with intention to purchase luxury counterfeit product (Y) and an indirect relationship with intention to purchase counterfeit goods (Z), so a partial relationship occurs.
2. Integrity (X2) : There is a negative direct relationship with intention to purchase luxury counterfeit product (Y) and a positive direct relationship with attitudes towards counterfeit goods (Z), so that Perfectly done.
3. Status Consumption (X3) : There is a direct relationship between the purchase intention luxury counterfeit product (Y) and attitudes towards counterfeit goods (Z), so partial mediation also occurs.

Table 15. Direct Effect Test

Influence Between Variables (Variable Exsogen → Variable Endogen)		Path Coefficient	P-Value	Information
X1	Y	0.141	0.033	Influential
X2	Y	-0.012	0.440	No Influential
X3	Y	0.127	0.049	Influential
X1	Z	0.154	0.022	Influential
X2	Z	-0.231	0.001	Influential
X3	Z	0.328	<0.001	Influential
Z	Y	0.744	<0.001	Influential

Source : Processed Data (2024)

The indirect influence between each exogenous variable (novelty seeking, integrity, status consumption) on the endogenous variable (intention to purchase luxury counterfeit products) through attitudes toward counterfeit goods is shown in. According to Baron and Kenny (1986), a variable is said to be a mediator if it influences the relationship between the independent variable (predictor) and the dependent variable (criterion).

The conditions for mediation are:

- If the effect of X on Y becomes zero when entering variable M, then perfect mediation occurs.
- If the effect of X on Y decreases but does not become zero, then partial mediation occurs.
- Simple mediation occurs if the following assumptions are met: (1) there is no measurement error in variable M, and (2) variable Y does not affect M.

Table 16. Indirect Effect Test

Exogenous Variables	Mediating Variables	Endogenous Variables	Indirect Influence Path Coefficient	P-Value	Information
X1	Z	Y	0.115	0.18	No Mediating
X2	Z	Y	-0.172	<0.001	Mediating
X3	Z	Y	0.244	<0.001	Mediating

Source : Processed Data (2024)

## 4.2 Discussions

The first hypothesis in this study states that there is a positive influence of novelty seeking on the intention to purchase luxury counterfeit products, which is proven through data analysis. Novelty seeking obtained a path coefficient of 0.141 with a P-Value of 0.33, indicating that an increase in novelty seeking directly increases the intention to purchase luxury counterfeit products. This finding is in line with the research of Setyawati (2021) which found that novelty seeking has a positive effect on the intention to purchase luxury counterfeit products in Kebumen, Indonesia, and also with the research of Akhtar et al., (2021) in Pakistan. Novelty seeking, namely the tendency of individuals to seek new experiences, plays an important role in the purchase of luxury counterfeit products, where consumers with high levels of novelty seeking tend to be interested in purchasing these products. Some of the reasons for these consumers include: (1) the desire to show individuality and social status, (2) access to trending products at lower costs, and (3) an alternative to enjoying a luxury lifestyle on a limited budget.

The second hypothesis in this study states that there is no influence between integrity and the intention to buy luxury counterfeit products, which is stated to be unproven. Data analysis shows an integrity path coefficient of -0.012 with a P-Value of 0.440, which means that integrity does not have a direct effect on the intention to buy luxury counterfeit products. A decrease in the integrity value is actually interpreted as reducing the intention to buy the product. This finding is in line with research by Bakhshian et al., (2019) which found that integrity had no effect on the intention to buy counterfeit clothing, as well as research by Romadhona et al., (2023) which also showed that

integrity had no effect on the intention to buy counterfeit luxury fashion products. This shows that consumers who uphold integrity tend to have low intentions to buy counterfeit goods, especially in areas that have good access to these products.

The third hypothesis in this study states that there is an influence between consumption status and the intention to buy luxury counterfeit products, as evidenced by the path coefficient of 0.127 and P-Value of 0.049. Data analysis shows that consumption status has a direct effect on the intention to buy luxury counterfeit products; that is, an increase in consumption status directly increases the intention to buy the product. This finding is in line with the research of Li et al., (2020), which also shows that consumption status has a positive effect on the intention to buy luxury counterfeit products. This means that the higher a person's consumption status, the more likely they are to buy luxury counterfeit products. Consumption status functions as a driving factor in consumer purchase intentions with the desire to show luxury and fit in with certain social groups associated with luxury brands.

The fourth hypothesis in this study states that there is an influence between novelty seeking and attitudes toward counterfeit goods, as evidenced by a coefficient of 0.154 and a P-Value of 0.022. Data analysis shows that novelty seeking has a direct effect on attitudes toward counterfeit goods; that is, an increase in novelty seeking directly increases positive attitudes toward counterfeit goods. This finding is in line with research by Junejo et al., (2020), which also found that novelty seeking has an effect on attitudes toward counterfeit goods. Novelty seeking is defined as consumer behavior that seeks unique and new product variations. Consumers who follow trends tend to try new products and designs, and are more supportive of counterfeit products because of their affordable prices. For some consumers, buying counterfeit products is a way to try something new without high costs, and they want to look different and follow the latest trends without being tied to a particular brand.

The fifth hypothesis in this study states that there is an influence between integrity and attitudes towards counterfeit goods, as evidenced by a path coefficient of -0.231 and P-Value > 0.001. Data analysis shows that integrity has a direct effect on attitudes towards counterfeit goods; that is, if integrity increases, then positive attitudes towards counterfeit goods also increase. Conversely, a decrease in integrity makes values such as honesty and responsibility less important, so that individuals prioritize appearance and social status instantly, even in an unethical way. Counterfeit goods that often imitate well-known brands are an attractive choice because they give the impression of having original goods at a lower cost. Lack of integrity makes someone ignore moral principles in order to fulfill the desire for prestige. Research by Bakhshian et al., (2019) shows that integrity has an impact on attitudes towards counterfeit goods, but Anas Hidayat (2021) found that the higher a person's integrity, the more negative their attitude towards counterfeit goods, because they uphold moral and ethical values.

The sixth hypothesis in this study states that there is an influence between consumption status and attitudes towards counterfeit goods, as evidenced by the path coefficient of 0.328 and P-Value > 0.001. Data analysis shows that consumption status has a direct effect on attitudes towards counterfeit goods; that is, if consumption status increases, then positive attitudes towards counterfeit goods also increase. Conversely, if consumption status decreases, there will be an increase in positive attitudes towards luxury counterfeit goods. This is due to the decline in people's purchasing power which encourages them to look for more affordable product alternatives to meet their social status needs. Luxury counterfeit goods, although the quality is not comparable to the original, can give the impression of having branded goods at a much cheaper price. In addition, the increasing difficulty in accessing original goods also makes counterfeit goods more in demand. This finding is in line with research by Bakhshian et al., (2019) and Fahlevi et al., (2024), which shows that consumption status affects consumer attitudes towards counterfeit goods, where consumers who prioritize social status and are easily influenced by social trends tend to have positive attitudes towards counterfeit goods.

The seventh hypothesis in this study states that there is an influence between attitudes towards counterfeit goods on the intention to buy luxury counterfeit products, as evidenced by the path coefficient of 0.744 and P-Value > 0.001. Data analysis shows that attitudes towards counterfeit goods have a direct effect on the intention to buy luxury counterfeit products; that is, an increase in positive attitudes towards counterfeit goods directly increases the intention to buy the product. Research by Parulian et al., (2023) found that positive attitudes towards counterfeit goods have a significant effect on purchase intentions, where consumers who have a positive view are more likely to intend to buy them. This finding is in line with the results of research showing that consumers who are easily influenced by fashion trends and are interested in fashion are more likely to have positive attitudes and intentions to buy counterfeit goods.

The eighth hypothesis in this study analyzes the mediation effect between novelty seeking on purchase intention of luxury counterfeit products through attitude toward counterfeit goods. The results of the analysis show a path coefficient for the indirect effect of 0.115 with a P-Value of 0.018 and an effect size of 0.039, indicating a

positive indirect effect. Although the P-Value is greater than the set significance level, the effect of the mediating variable is categorized as moderate, which is different from previous studies. This difference in results may be due to the different sample characteristics in this study compared to the study by Bakhshian et al., (2019), which found that novelty seeking had no direct effect on purchase intention, but showed a significant effect through the mediating variable. This study emphasizes that a positive attitude toward counterfeit goods in the context of novelty seeking can increase purchase intention of luxury counterfeit products, especially among career women in Medan and Lhokseumawe.

The ninth hypothesis in this study examines the mediation effect between integrity and purchase intention of luxury counterfeit products through attitude toward counterfeit goods. The results of the analysis show a path coefficient for the indirect effect of -0.172 with a P-Value of less than 0.001 and an effect size of 0.068, indicating a significant direct effect. A P-Value smaller than the significance level indicates that the influence of the mediating variable is relatively high, although this result is different from previous studies. Research by Bakhshian et al., (2019) found that integrity has an effect on purchase intention, but did not show an effect between the mediating variables. The difference in results in this study is likely due to differences in the characteristics of the samples studied. This finding indicates that attitudes toward counterfeit goods can mediate the effect of integrity, where integrity as an exogenous variable does not affect the intention to purchase luxury counterfeit products in the cities of Medan and Lhokseumawe.

The tenth hypothesis in this study explores the mediation effect between consumption status and purchase intention of luxury counterfeit products through attitudes toward counterfeit goods. The results of the analysis show a path coefficient for the indirect effect of 0.244 with a P-Value of less than 0.001 and an effect size of 0.139, indicating a significant direct effect. A P-Value smaller than the specified significance level indicates that the influence of the mediating variable is quite high. This finding is different from previous research by Bakhshian et al., (2019), which found that consumption status had no effect on purchase intention and there was no effect between exogenous variables and mediating variables. This study shows that attitudes toward counterfeit goods mediate the effect of consumption status, and consumption status has an effect on purchase intention of luxury counterfeit products in the cities of Medan and Lhokseumawe.

## **5. CONCLUSIONS, RECOMMENDATIONS, AND LIMITATIONS**

This study aims to understand the influence of novelty seeking, integrity, and status consumption on the intention to purchase luxury counterfeit products, with attitudes toward counterfeit goods as an intervening variable. The focus of the research is on career women in the cities of Medan and Lhokseumawe who are users or have previously purchased luxury counterfeit products. The study involved 161 career women from both cities. The results indicate that novelty seeking, integrity, and status consumption each have a positive effect on attitudes toward counterfeit goods. In addition, novelty seeking and status consumption were found to have a positive effect on the intention to purchase luxury counterfeit products, while integrity has a negative and insignificant effect on that intention. Attitudes toward counterfeit goods themselves were shown to have a positive influence on the intention to purchase luxury counterfeit products. However, these attitudes do not mediate the relationship between novelty seeking and the intention to purchase luxury counterfeit products. On the other hand, attitudes toward counterfeit goods were found to mediate the influence of both integrity and status consumption on the intention to purchase luxury counterfeit products. In this study, there are several limitations that need to be noted. Most respondents, namely career women, choose to buy luxury counterfeit products because it allows them to have luxury products without having to spend a lot of money on the original product. This finding shows important implications for luxury product marketers, who need to be aware that consumers with high levels of novelty seeking and status consumption are more likely to choose counterfeit products.

However, this study only covers career women in the cities of Medan and Lhokseumawe, so the results may not apply to career women in other cities or to consumers who are not career women. In addition, the population that has bought luxury counterfeit products in both cities is still limited and less popular than in other cities, making it difficult for researchers to find samples that meet the specified criteria, so some indicators must be eliminated.

Based on these limitations, the researchers provide several suggestions:

1. **Marketing Strategy:** Marketers must develop strategies that emphasize the value and uniqueness of authentic luxury products, and realize that consumers with high levels of integrity are less likely to buy counterfeit products. Therefore, marketing strategies that emphasize price and affordability should be avoided.

2. Research Methodology: This study uses PLS-SEM with WarpPLS software, and the researcher hopes that this study can be analyzed and replicated in the future using different analysis methods.
3. Research Extension: It is recommended to expand the scale and location of the study, increase the number of samples, set clear sample selection specifications, and add new variables. This aims to obtain more varied and in-depth results regarding the factors that influence the intention to buy luxury counterfeit products.

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