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# Impact of Factors on Indonesian Consumer Purchase Intentions for Counterfeit Luxury Goods: The Role of Social Media Influencers

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### Abstract

The surge in the consumption of luxury goods has led to an increase in the availability of counterfeit luxury items in the market. This proliferation of fake luxury products has inflicted financial and reputational damage upon luxury brands, undermining the carefully cultivated brand image over the years. The primary objectives of this study are to gain a deeper understanding of the factors influencing the purchase intentions of Indonesian customers towards counterfeit luxury products and to investigate the role played by social media influencers in this context. The study collected data through an online survey platform, obtaining 134 samples, and employed a multiple regression method for analysis. The research revealed that factors such as value consciousness, motivation, and social risk perception do not exert a positive influence on the purchase intentions of Indonesian consumers regarding counterfeit luxury products. Contrary to previous findings, these three hypotheses failed to support the current study's results, while two hypotheses were substantiated. The findings indicated that attitude and the impact of social media influencers have a significant and positive effect on the intention to purchase fake luxury products in Indonesia. In essence, the study concluded that a more favorable attitude towards counterfeit products increases the likelihood of purchase intentions, and the promotion of counterfeit luxury items by online influencers further stimulates consumer intentions to acquire non-authentic luxury goods.



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## 1. Introduction

Luxury goods remain out of reach for many Indonesian consumers due to the country's relatively low average income. As of February 2021, the average monthly net wage in Indonesia stood at 2,860,630 IDR, or approximately 180 USD [1]. While luxury products typically target high-income individuals, the allure of these products can extend to those in lower socioeconomic classes [2]. Individuals with lower incomes or those unwilling to allocate significant funds to a brand may opt for counterfeit alternatives. Consequently, as demand grows, the prevalence of

counterfeit luxury products in the market is likely to increase [3].

Counterfeiting remains a significant issue that warrants continued examination. Despite numerous discussions in past years on the topic of counterfeit products by various researchers, an effective solution to this problem has yet to be identified. Counterfeiting is not only unethical but also a criminal act. In 2017, the Indonesian Anti-Counterfeiting Society (MIAP) reported to The Jakarta Post that 7% of the Indonesian market was inundated with counterfeit products, amounting to an estimated value of IDR 65.1 trillion or approximately 4.82 billion USD

[3]. Counterfeiting not only disrespects the original creative concept behind a product but also tarnishes the established image of luxury brand companies that have painstakingly built their reputation over the years. As a result of counterfeiting, companies are likely to lose market share and fall victim to the actions of irresponsible individuals [4, 5].

Counterfeiting has detrimental effects on a country as well. The counterfeit business has been exposed for engaging in tax evasion, a fact that shouldn't come as a surprise given the inherently illegal nature of this enterprise [3, 6]. Such activities have negative consequences for various stakeholders and firm value, distorting social dynamics and impacting the psychology of individuals, particularly due to other consumers who undermine the exclusivity of luxury brand culture [7-9].

The distribution of counterfeit products in the market, particularly in Indonesia, follows a similar pattern to conventional businesses. Business owners typically opt for cost-effective marketing strategies to maximize profits. Presently, social media has emerged as a preferred platform for product purchases. Companies have adapted to this trend by selling their products on social media, transforming it into a space for business advertisements and customer interactions [10, 11].

This shift has also given rise to social media influencers or online celebrities [12]. While influencers perform a function akin to traditional celebrities, they operate on their own platforms. Influencers are often paid to leverage their platforms and recommend products to their followers, who subsequently make purchases based on these recommendations. In Indonesia, utilizing the services of social media influencers has proven to be an effective method for gaining brand exposure [13].

However, the scenario takes a negative turn when ethical considerations are overlooked for financial gain. In Indonesia, online endorsements have transitioned from collaborations with reputable brands and small businesses to openly promoting counterfeit luxury products. Unfortunately, this marketing approach has successfully boosted the distribution of counterfeit goods [14]. The ethical lapses in such activities become a serious concern when the purchase of counterfeit luxury products is normalized, indicating a failure of the public to recognize counterfeiting as a problem and a lack of respect for the genuine creators of the products. Moreover, this trend encourages consumers to opt for counterfeit products instead of genuine ones, as influencers set an example [12].

The significance of this research stems from the limited exploration of factors influencing customer purchase

intentions towards counterfeit luxury products in the context of Indonesia, despite existing studies on the subject [15-17]. This study seeks to delve deeper into the Indonesian population, specifically investigating whether social media influencers exert a significant influence on consumers' intentions to purchase counterfeit luxury products. The research will scrutinize the relationships between independent variables such as value consciousness, motivation, social risk perception, attitude, and social media influencers, and the dependent variable, which is the intention to purchase fake products.

## 2. Literature Review

### 2.1. Value Consciousness

Certain individuals are willing to invest in products from prestigious brands because they appreciate the value associated with these brands, aspire to attain social status, and cultivate a high-class image [18]. Luxury items capture the attention of their target audience by providing an exclusive feeling to those who own them. Using luxury products has been shown to enhance the confidence of users [19]. However, the allure of owning luxury brands extends beyond the affluent, reaching individuals with lower economic statuses as well [2].

While some people desire the benefits associated with luxury products, they may be reluctant to pay the steep prices associated with authentic items [17]. This creates a market demand for counterfeit luxury products. Counterfeit luxury items, compared to their authentic counterparts, are more affordable but come with lower quality. Despite the compromised quality, some individuals still find counterfeit luxury products appealing, as they serve basic functions and closely resemble the genuine articles visually.

Value Consciousness refers to the apprehension about paying a lower price due to potential differences in quality [20]. It highlights the significant role that consumers' valuation of a brand plays in influencing their purchasing decisions [21]. Earlier studies have shown that consumers are more inclined to make a purchase when they perceive better value in one product compared to another [22]. Such experiences lead individuals with high value consciousness to feel that they are making informed and intelligent shopping decisions, as noted by [23].

Prior research has revealed a positive link between value-conscious consumers and counterfeit goods [15, 24]. Such price-sensitive shoppers are inclined to purchase counterfeit luxuries when perceiving these affordable fakes to offer comparable quality and status at reduced

costs. Given the suggested willingness of value-focused customers to trade off legitimacy for savings on assumed equivalents.

H1: High levels of value consciousness positively affect consumers purchase intention on counterfeit luxury product.

## 2.2. Motivation

Social motivation is defined as a dimension that explores the extent to which an individual agrees with the social meaning associated with purchasing a product [25, 26]. The motivation behind the consumption of luxury goods has been closely tied to the desire to "impress others," a concept that continues to shape the marketing strategies of luxury brands [27]. Acquiring luxury items is not merely about ownership but also about consumers exercising control to choose superior products, distinguish themselves from others, and possess something exclusive [28]. Purchasing luxury items revolves around obtaining non-essential products with the intention of making an impression on others [19].

Consumers knowingly engage in the purchase of counterfeit products, understanding that it may not be morally right, but they do so to create an impression of success [29]. The motivation behind buying counterfeit luxury goods is often associated with the desire to attain a certain status [30].

However, it's important to note that motivations for purchasing vary among individuals, reflecting personal behaviors and self-perceptions. Social motivation for consumption has a cognitive orientation, emphasizing conspicuous consumption, individual expression, and the materialistic value of possessions [31]. Earlier investigations into motivation have established that it holds significant positive sway over counterfeit luxury purchase intent [19, 29]. These past analyses found motivational drivers to share a robust, influential relationship with willingness to obtain bootleg luxury goods.

H2: High levels of motivation positively affect consumers purchase intention on counterfeit luxury product.

## 2.3. Social Risk Perception

The perception of social risk has a detrimental impact on consumer intentions to purchase counterfeit luxury goods [17]. Given the influence of Asian culture in Indonesia, customers in Indonesia place significant emphasis on interpersonal relationships. Indonesians often prioritize the perspectives and opinions of others, valuing collective viewpoints [3]. When Indonesians decide to acquire counterfeit luxury items, they are

particularly concerned about how their social circle perceives their actions. They are attuned to the opinions of those around them regarding their purchasing behavior.

While using replicas may allow individuals to gain status, especially if those around them are unaware of the item's authenticity [30], it can backfire if the truth is revealed. Unlike genuine luxury products that boost self-esteem [19], the use of counterfeit luxury items often induces anxiety in users who are apprehensive about others discovering the falseness of their possessions [17]. In the decision-making process for purchasing counterfeit goods, consumers tend to neglect maximizing the benefits but are more concerned with minimizing potential negative consequences [24].

Previous research has indicated that social risk perception negatively influences consumer purchase intentions, with consumers being particularly mindful of how others perceive them when wearing counterfeit products [17, 32].

H3: High levels of social risk perception negatively affect consumers purchase intention on counterfeit luxury product.

## 2.4. Attitude

Attitude refers to an individual's thoughts, feelings, and actions toward their environment, reflecting their preferences and dislikes [24, 33]. This suggests consumers can express autonomous attitudes. As explained using the theory of planned behavior, actual behaviors directly result from behavioral intentions, which are swayed by attitudes about the conduct [34]. Specifically, attitudes can predict or sway behavior but depend on the nature and intensity of foundational beliefs and emotions, the co-occurrence of positivity and negativity, and situational factors. So, while influential, attitude's ability to shape intentions and actions is conditional. Still, attitude wields power - by revealing likes/dislikes and relating to motivational factors, attitude can play a role in influencing the intent to perform wanted or unwanted behaviors in given contexts. Its predictive capacity, though, hinges on the interplay of various internal and external drivers [35].

The significance of attitude in consumer behavior has attracted the attention of marketing researchers who believe that consumers' attitudes are closely linked to the success of marketing operations [36]. Consequently, attitude frequently appears as a predictor of consumer behavior in various studies. Consumers with a positive attitude toward fake luxury products also exhibited a high intention to purchase counterfeit luxury items,

highlighting the positive correlation between attitude and purchase intention [15]. Several studies have explored the relationship between attitude and purchase intention, consistently reporting the positive impact of attitude on consumers' intention to purchase counterfeit products [37, 38].

H4: Consumers' positive attitude affect significant positive influence towards consumers purchase intention on counterfeit luxury product.

### 2.5 Social Media Influencers

In the present era, technology has led to a significant transformation, shifting the world towards a more digitalized environment. This change has deeply influenced people's consumption patterns, with a substantial shift towards online media. Social media, as highlighted by [39], has emerged as a predominant platform for consumers, encompassing both news and product consumption. This transformation has reshaped the traditional framework of the relationship between companies and consumers [40].

In marketing, advertisements play a crucial role in shaping a company's reputation and achieving business goals [12]. Unlike the past, where advertisements were confined to print or TV, they are now pervasive on the internet, accessible online. New social media platforms such as Facebook and Instagram have become significant sources of information.

Primarily designed for sharing visually appealing content with brief captions, Instagram has evolved over time, now allowing users to share photos and videos more creatively [10]. This evolution has prompted business owners to utilize Instagram as a platform to showcase and sell their products more attractively. Consequently, social media influencers have emerged as key players in the realm of social media, akin to protagonists. Over the years, certain social media users have established themselves as personal brands, evolving into potential endorsers who captivate audiences with their daily lifestyles [12]. Online influencers function similarly to celebrities, effectively targeting specific audiences, offering companies a cost-efficient and impactful marketing strategy. They assist small businesses by accepting endorsements and collaborating with brands to promote products [41].

Social media users often follow influencers because of their creative content. Influencers communicate with their audience through features provided by social media platforms, gradually building trust. This trust, in turn, prompts consumers to act on the recommendations made by influencers [41]. Furthermore, social media

influencers have a positive impact on consumers' intentions to purchase counterfeit luxury products [42].

H5: Social media influencers drive significant positive influence towards consumers purchase intention on counterfeit luxury product.

## 3. Materials and Methods

### 3.1. Research Design

This study adopts a quantitative research approach, which involves assigning numerical values to the phenomena under investigation [43]. The objective of this approach is to examine the relationships between four independent variables and one dependent variable, emphasizing the generation of objective statistical results. The use of quantitative methods enables researchers to obtain comprehensive and generalizable findings, presented in a precise and economical manner. The choice of quantitative research for this study is primarily due to its deductive approach, leading to a more focused investigation, starting with hypotheses and progressing through systematic empirical observations to a conclusion. The measurement in quantitative research involves the comparison and analysis of numerical data derived from participants' responses to predetermined questions and statements collected through questionnaire surveys.

### 3.2. Data Collection

A total of 150 participants were anticipated to participate in this research. The data collection took place over a span of 14 days, from October 6, 2021, to October 19, 2021. To meet the questionnaire criteria, participants had to be Indonesian. The primary platforms for distributing the questionnaire were social media channels such as Instagram and WhatsApp. By the conclusion of the data collection period, a total of 157 responses were recorded, surpassing the targeted number of participants. However, 23 responses were deemed invalid as all the questions were left unanswered, resulting in a total of 134 valid data points. The final sample comprised 91 females and 43 males, spanning from high school to post-graduate levels, with ages ranging from 15 to 54 years old.

In order to distribute the online questionnaire for this study, the survey company Qualtrics was engaged to provide survey sampling and administration services. The questionnaire was structured to initially measure both the independent and dependent variables using three to six questionnaire items corresponding to each variable's conceptual definition. A Likert measurement scale was utilized to quantify the questionnaire items. The scales

**Table 1.** The results of the Cronbach's Alpha reliability test.

| Variable | Description              | Number of Items | Item      | Cronbach's Alpha |
|----------|--------------------------|-----------------|-----------|------------------|
| VC       | Value consciousness      | 3               | VC1-VC3   | 0.542            |
| MV       | Motivation               | 3               | MV1-MV3   | 0.763            |
| SRP      | Social risk perception   | 3               | SRP1-SRP3 | 0.900            |
| ATT      | Attitude                 | 5               | ATT1-ATT5 | 0.871            |
| SMI      | Social media influencers | 3               | SMI1-SMI3 | 0.934            |
| PI       | Purchase intention       | 3               | PI1-PI3   | 0.946            |

**Table 2.** Correlation analysis.

| Variable | Mean  | S.D.  | Gender | Age     | Edu     | Income | VC      | MV       | SRP      | ATT     | SMI     | PI |
|----------|-------|-------|--------|---------|---------|--------|---------|----------|----------|---------|---------|----|
| Gender   | 1.32  | 0.469 | 1      |         |         |        |         |          |          |         |         |    |
| Age      | 24.64 | 5.39  | -0.091 | 1       |         |        |         |          |          |         |         |    |
| Edu      | 4.12  | 0.589 | -0.004 | 0.263** | 1       |        |         |          |          |         |         |    |
| Income   | 1.46  | 0.732 | -0.013 | 0.187*  | 0.292** | 1      |         |          |          |         |         |    |
| VC       | 5.32  | 1.13  | 0.015  | -0.009  | 0.083   | 0.029  | 1       |          |          |         |         |    |
| MV       | 2.12  | 1.37  | -0.027 | -0.161  | 0.022   | -0.058 | 0.157   | 1        |          |         |         |    |
| SRP      | 4.94  | 1.73  | 0.176* | 0.048   | -0.015  | -0.038 | -0.025  | -0.298** | 1        |         |         |    |
| ATT      | 2.84  | 1.34  | -0.033 | -0.127  | 0.094   | -0.035 | 0.225** | 0.691**  | -0.399** | 1       |         |    |
| SMI      | 2.25  | 1.41  | -0.056 | -0.159  | -0.004  | -0.05  | 0.172*  | 0.752**  | -0.431** | 0.776** | 1       |    |
| PI       | 2.45  | 1.49  | -0.064 | -0.179  | 0.021   | -0.037 | 0.225** | 0.687**  | -0.364** | 0.835** | 0.850** | 1  |

Note: \* Correlation is significant at the 0.05 level (2-tailed)

\*\* Correlation is significant at the 0.02 level(2-tailed)

employed were drawn from established measures for the constructs of value consciousness, motivation, perceived social risk, attitudes, influence of social media personalities, and purchase intention. Through the use of this instrumentation, the present study empirically examined the variables comprised within the hypothesized theoretical framework, as well as associated influences, employing seven-point Likert scales for each measure. The response format for the scales was as follows: 1 - "Strongly Disagree," 2 - "Disagree," 3 - "Somewhat Disagree," 4 - "Neutral," 5 - "Somewhat Agree," 6 - "Agree," 7 - "Strongly Agree."

### 3.3. Data Analysis

The initial step involved checking the reliability of the variables to assess the consistency of the measurements [28]. Subsequently, the submitted variables were processed for correlation coefficient analysis to ascertain the extent to which variables were associated with one another. In the final step, multiple regression analysis was conducted to test the hypotheses. The estimation model of this study is as follows:

$$PI_i = \beta_1 VC_i + \beta_2 MV_i + \beta_3 SRP_i + \beta_4 ATT_i + \beta_5 SMI_i + \epsilon_i \quad (1)$$

Where PI represents purchase intention, VC stands for value consciousness, MV denotes motivation, SRP signifies social risk perception, ATT represents attitude, SMI refers to social media influencers, and  $\beta_1 - \beta_5$  are the coefficients, with  $\epsilon$  representing the error term.

## 4. Results and Discussion

### 4.1. Reliability Test

In this study, the reliability of variable items was assessed using Cronbach's Alpha index. Typically, reliability is considered high when the Cronbach's Alpha index exceeds 0.70. Table 1 presents the results indicating the reliability of all variables examined in this study. The table reveals that the majority of the variables have Cronbach's Alpha values greater than 0.70, signifying their reliability. However, the variable "value consciousness" exhibits a Cronbach's Alpha of only 0.532, even after the exclusion of one item (VC3), suggesting its lack of reliability. Additionally, for the "motivation" variable, the deletion of one item (MV2) was necessary to achieve the highest Cronbach's Alpha value of 0.763. The remaining variables attained the highest Cronbach's Alpha with all items included.

### 4.2. Correlation Analysis

Prior to hypothesis testing, a correlation analysis was conducted to examine potential relationships among the analyzed parameters, as recommended by [44]. Table 2 displays the demographic information and correlation coefficients of both dependent and independent variables. As anticipated, there is a positive correlation between purchase intention and social media influencers ( $r = 0.850$ ;  $p < 0.001$ ), aligning with existing academic literature that posits a favorable relationship between the two. Attitudes also exhibit a significant positive correlation with purchase intention ( $r = 0.835$ ;  $p < 0.001$ ).

**Table 3.** Regression analysis results for predictors of purchase intention.

| Predictor Variable      | Coefficient | t-Value | p-Value |
|-------------------------|-------------|---------|---------|
| VC                      | 0.038       | 0.929   | 0.354   |
| MV                      | -0.004      | -0.068  | 0.946   |
| SRP                     | 0.035       | 0.791   | 0.430   |
| AT                      | 0.439       | 6.655   | 0.000   |
| SMI                     | 0.521       | 7.152   | 0.000   |
| Model Summary           |             |         |         |
| F-statistic             | 103.717     |         |         |
| P-value                 | 0.000       |         |         |
| R <sup>2</sup>          | 0.802       |         |         |
| Adjusted R <sup>2</sup> | 0.794       |         |         |

Notes: n=134; Dependent variable: Purchase Intention

Notably, value consciousness demonstrates a low correlation with income ( $r = 0.029$ ;  $p = 0.738$ ), indicating a minimal relationship between the two. Moreover, motivation exhibits a strong correlation with purchase intention ( $r = 0.687$ ;  $p < 0.001$ ).

The table further illustrates a positive correlation between income and age, suggesting that older individuals tend to have higher incomes ( $r = 0.187$ ). It is noteworthy that consumers with high motivational consumption patterns show a significant relationship with social media influencers ( $r = 0.687$ ;  $p < 0.001$ ).

#### 4.3. Hypothesis Testing

This study entails the examination of five hypotheses. To achieve this, this study employed multiple regression analysis. The analysis, utilizing the Enter Method, aimed to assess the relationships between five independent variables—value consciousness, motivation, social risk perception, attitude, and social media influencers—and one dependent variable, namely, purchase intention. The analysis yielded an  $R^2$  value of 0.802, indicating a substantial level of correlation among the five predictors and the criterion variable [45]. The model demonstrated statistical significance ( $F_{5, 128} = 103.717$ ,  $p < 0.001$ ), suggesting a notable relationship. The specific results pertaining to the connection with each predictor are presented in Table 3.

##### 4.3.1. The Relationship Between Value Consciousness and Purchase Intention

The results presented at Table 3 indicate an insignificant relationship between value consciousness and consumer purchase intention towards counterfeit luxury products, with a coefficient ( $\beta$ ) of 0.38 and a t-value of 0.929, yielding a non-significant p-value of 0.354. This suggests that value consciousness is statistically not significant and not correlated with the purchase intention of counterfeit luxury products, indicating the absence of a meaningful relationship between these two phenomena. Importantly, a higher level of consumers' value

consciousness does not ensure a corresponding inclination toward the purchase of counterfeit luxury products among Indonesian consumers.

The rejection of this hypothesis implies a lack of support for the hypotheses derived from previous research by [17], which identified a significant relationship between the two variables. Based on the data collected in this study, it is evident that, for Indonesian consumers, value consciousness does not establish a positive association with the purchase intention of counterfeit luxury products. Consequently, Hypothesis 1 (H1) is rejected.

##### 4.3.2. The Relationship Between Motivation and Purchase Intention

The results presented at Table 3 indicate an insignificant relationship between motivation and consumer purchase intention towards counterfeit luxury products, with a coefficient ( $\beta$ ) of -0.004 and a t-value of 0.068, yielding a non-significant p-value of 0.946. This suggests that motivation is statistically not significant and not correlated with the purchase intention of counterfeit luxury products, indicating the absence of a meaningful relationship between these two phenomena. High levels of consumer motivation do not appear to influence the purchase intention. Diverging from previous research by [29], the present study does not uncover an association between motivation and purchase intent for counterfeit luxury goods. The data collected makes clear that, among Indonesian consumers, motivation does not necessarily translate into a positive relationship with the intention to obtain counterfeit luxuries. As such, the evidence does not support Hypothesis 2 (H2), indicating motivation and willingness to purchase counterfeits are not tightly linked in this context.

##### 4.3.3. The Relationship Between Social Risk Perception and Purchase Intention

The results in Table 3 demonstrate an irrelevant relationship between social risk perception and consumer purchase intention toward counterfeit

luxuries. The coefficient ( $\beta$ ) of 0.035 and t-value of 0.791, with a significance level of 0.430, indicate that social risk perception has no statistical significance or correlation with the intention to buy counterfeit luxury goods. In other words, there is no meaningful interconnection between these two factors. High perceived social risk does not negatively impact purchase intent.

Unlike the previous study by [46], which demonstrated that social risk perception can influence intent, this study found no significant association between the variables. The data illustrates that, for Indonesian consumers, social risk perception has no negative relationship with counterfeit luxury purchase intent. Thus, H3 is rejected - social risk and willingness to buy fakes are unrelated.

In summary, social risk concerns do not lessen Indonesian consumers' readiness to obtain counterfeit luxuries. The analysis uncovers no substantial link between risk perception and purchase intention, demonstrating high perceived social risk has little influence over counterfeit luxury buying intentions.

#### 4.3.4. *The Relationship Between Attitude and Purchase Intention*

The results above reveal a significant relationship between attitude and consumer purchase intention towards counterfeit luxury products, with a coefficient ( $\beta$ ) of 0.439 and a t-value of 6.655, yielding a highly significant p-value of less than 0.001. This indicates that attitude is statistically significant and positively correlated with the purchase intention of counterfeit luxury products, signifying a substantial relationship between these two phenomena. High levels of consumer attitude exert a positive influence on the purchase intention.

The findings of this study corroborate and bolster previous research by [29] and [17], both of which reported a robust linkage between attitude and purchase intent. Based on the data collected, it is clear that, for Indonesian consumers, attitude has a notable impact and a powerful relationship with the intention to buy counterfeit luxury items. Hence, the evidence supports Hypothesis 4 (H4), demonstrating that attitude and counterfeit purchase intent are meaningfully interrelated. The present analysis verifies that attitude substantially influences the willingness to obtain counterfeit luxury products and the two factors are closely coupled.

#### 4.3.5. *The Relationship Between Social Media Influencers and Purchase Intention*

The results in Table 3 demonstrate a significant relationship between social media influencers and

consumer purchase intention toward counterfeit luxury products. The coefficient ( $\beta$ ) of 0.521 and t-value of 7.152 yield a highly significant p-value below 0.001. This suggests that online influencers have a statistically significant, positive correlation with the intention to purchase counterfeit luxury items. In other words, online influencers play a major role in swaying customers' intentions to buy counterfeit luxury goods.

These findings align with previous research by [42], showing the sizable sway influencers have over luxury purchase intent. This study confirms that influencers substantially impact not just genuine luxury purchases, but also intentions to obtain counterfeit luxury items. The data indicates that, for Indonesian consumers at least, social media influencers have a strong, impactful relationship with the intention to buy counterfeit luxury products. Thus, Hypothesis 4 (H4) is supported. The evidence makes clear that influencers and counterfeit luxury purchase intent are tightly intertwined.

## 5. Conclusions, Implications and Limitations

This research aimed to fill a theoretical gap by investigating the factors influencing the purchase of counterfeit luxury products in the Indonesian market. The findings of this study diverge from those of prior research conducted in a similar context. Three of the identified factors did not align with earlier studies in the field of counterfeiting luxury products. However, this research reveals that consumers' attitudes play a positive role in encouraging the purchase of counterfeit luxury products, attributed to a lack of ethical awareness among consumers. Additionally, in the Indonesian context, social media influencers exert a positive influence on the buying behavior of counterfeit luxury products.

A growing trend shows that individuals are drawn to stores selling counterfeit luxury goods, particularly when endorsed by social media influencers. This attraction is likely due to the trustworthiness influencers project. Influencers' authority and perceived credibility, built through their online presence and following, are progressively overshadowing traditional indicators of product authenticity and brand reputation. As a result, luxury brands may need to reassess their marketing strategies, placing greater emphasis on digital influence and online reputation management.

Despite the valuable findings provided by this study, it is crucial to acknowledge its limitation to the Indonesian context. Future research should expand the scope of these topics to a broader range of countries, thereby offering a more global perspective on the purchase intentions of counterfeit luxury products. Additionally, other factors that potentially influence these purchase

intentions, such as price sensitivity, perceived quality, and economic factors, should be included in future studies to provide more comprehensive empirical evidence.

**Author Contributions:** Conceptualization, P.D.; methodology, P.D.; software, P.D.; validation, P.D.; formal analysis, P.D.; investigation, P.D.; resources, P.D.; data curation, P.D.; writing—original draft preparation, P.D.; writing—review and editing, P.D.; visualization, P.D.; supervision, P.D.; project administration, P.D.

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