

Consumer Attitudes Perspective on Non-deceptive Counterfeit for Printer Ink Products: A survey for Surabaya Big City, Indonesia

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Abstract

The research purposed to analyse and provide empirical evidence about the influence of antecedent (Value Consciousness) and (Personal Gratification) on consumer attitudes about counterfeit printer ink products. This study was used multiple linear regression analysis with SPSS software program. The population used is in Surabaya with the criteria of consumer users of printer ink. Whereas samples used were 100 people with an accidental sampling method. The results revealed that the awareness of the value (Value Consciousness) and personal satisfaction (Personal Gratification) positive and significant effect on the attitude of product counterfeiting ink printer (Attitude towards Counterfeit Product). Based on the results of the partial analysis proves that the construct of personal satisfaction (Personal Gratification) provide the greatest influence for the positive attitude of consumers to counterfeit printer ink products.

Keywords: Value Consciousness, Personal Gratification and Attitude towards Counterfeit Product.

1. Introduction

Circulation of counterfeit printer ink in the consumer market in Indonesia is increasingly difficult to avoid and at the stop. The financial burden on counterfeit ink trade reached USD 35.6 billion in 2014 [1]. Request a fake printer ink in the consumer market amounted to 52.2 percent [2, 3]. In addition, some previous empirical results have revealed that approximately one-third of consumers have a positive attitude towards counterfeiting products [3, 4]. Because counterfeit product consumer attitudes would be a potential boost the circulation of counterfeit products, the magnitude of the growth of the phenomenon of counterfeiting business showed consumer products using a fake product with no guilt and no doubt elsewhere [3].

The phenomenon of consumer demand for counterfeit products, the market size of printer ink products and empirically false positive attitudes of consumers on a forgery, then this is the main reason for this study to determine the motives that influence consumer attitudes.

Due to the high circulation of counterfeit printer ink in Indonesia, it must be done, research that explores the factors that influence consumers tend to consume non-deceptive counterfeit ink on purpose. Why consumers choose products of non-deceptive counterfeit ink? Is consciousness value (Value Consciousness) and personal satisfaction (Personal Gratification) affect consumer attitudes to non-deceptive counterfeit printer ink? The basic question is the main purpose of testing the antecedents that

affect cognitive consumers in Surabaya in relation to how the attitude of the counterfeit printer ink products by using the theory of TPB [6].

From a theoretical perspective TPB (Theory of Planned Behavior) developed by Ajzen, marketers must understand the attitudes to know the needs and desires of consumers of non-deceptive Surabaya is happy buying counterfeit printer ink products. The specific objectives of this study were to determine the dominant factor in influencing consumer attitudes towards non-deceptive counterfeit printer ink products.

2. Theoretical Development

2.1. The Theory of Planned Behavior

According to the Theory of Planned Behavior (TPB) attitude as a predictor of behavior [7, 8]. In addition to the opportunity and resources difficult without the intention to be achieved [9]. Similarly, consumer attitudes towards counterfeit goods, affecting the intention and the positive or negative attitude will have an effect on the behavior of the likelihood that consumers make purchases [4, 10, 11], then to determine the motive or driving strong formation of attitude is very important to know and understand.

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2.2. Attitude on Counterfeit Products

"Attitude" is "... a consistent tendency to behave learning provide a favorable or unfavorable effect with respect to a particular object [12], correlated to predict consumer behavior are reasonable [13]. In relation to the attitude of consumers of fake products, if profitable, it may be positive in the counterfeiting of consumer products [14].

2.3. Attitude against Counterfeit Products

The demand for counterfeit products influenced by the attitude. Attitude is a psychological factor that comes from within the positive and negative consumer will be influenced by many factors, such as satisfaction, value consciousness, seek of renewal, brand awareness, ethics and others have formed and influencing consumer attitudes [4, 15-20].

2.4 Terminology Definition of Counterfeit Products

Some understanding of the terminology of counterfeiting or piracy agree that any manufacturing products that reproduce the goods with special characteristics are protected as intellectual property (trademarks, patents and copyrights) copied or imitated similar or identical to the original product. Include packaging, labeling, and trademarks, in the production of deliberately passing off and illegal similar original product without permission from the original manufacturer of the product that has a patent and trademark, then it is the product of counterfeiting activity [4, 10, 15, 18, 19, 21-25].

Thus, this research develops a theoretical framework in revealing non-deceptive consumer attitudes on counterfeit printer ink as shown in Fig. 1. below:

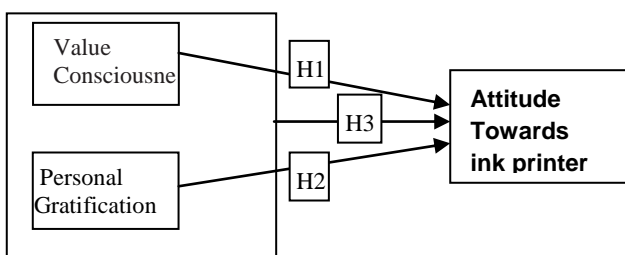


Fig. 1. Frame work.

Focus to investigate the antecedents of value consciousness, and personal satisfaction as independent variables and simultaneous partial to explain the formation of attitudes about counterfeit printer ink products. So the development of the research hypothesis as follows:

2.5. Hypothesis development

2.5.1. Value consciousness (awareness value)

In the consumption behavior of counterfeit products, the majorities of consumers of counterfeit products deliberately pursue value for the function and benefits of the product, but do not want to pay the high price of the original product [11, 26]. Perceived value is "an overall assessment of the usefulness of the product based on what is acceptable and what is given consumers" [27]. Awareness of the value is defined as the willingness to pay a lower price even with acceptable quality standards [19, 28]. Therefore, as the counterfeit products usually provide the same functional benefits as the original. So consumers with low value consciousness are likely to have a positive attitude towards fake printer ink products. It can be hypothesized that:

H1: Consumers non-deceptive with low value consciousness has a positive attitude towards fake printer ink products.

2.5.2. Personal Gratification (personal satisfaction)

Personal satisfaction regarding the need for a sense of success, social recognition, and enjoy the good things in life [19]. Consumers with high personal satisfaction will appreciate the original version of a branded product, thus having a negative attitude toward counterfeit products. It can be hypothesized that:

H2: Consumers non-deceptive with lower Personal Gratification have a positive attitude towards fake printer ink products.

H3: Antecedents of value conscious and Personal Gratification simultaneously affect consumer attitudes towards non-deceptive counterfeit printer ink products.

3. Research Methods

This study uses a quantitative approach to analyze the influence of a number of exogenous variables relationship, Value Consciousness and Personal Gratification, to the formation of Attitudes toward the counterfeit product. The data was collected by using 100 questionnaires with the accidental sampling method. Methods of data analysis were used by multiple regression analysis. The eligible classical assumption was (multicollinearity, normality, outliers, linearity, and homoscedasticity). To produce the most potent exogenous variables and a set of exogenous variables as a whole can predict consumer attitudes non-deceptive counterfeit printer ink products.

4. Results and Discussion

4.1. Descriptive Analysis

The number of questionnaires was distributed by purposive sampling of 100 questionnaires with 5 point Scientific Journal of PPI-UKM
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Likert scale. The data research was processed by the software program SPSS for Windows version 13.0.

The results of statistical output value average respondent are dominated by women as much as 53% and 47% male. Respondents between 20-30 years of age as much as 58.9%, and 41.1% at age 31-45.

4.2. Inferential Statistical Analysis

4.2.1. Preliminary Analysis

All of the data in screening, test reliability, validity test questionnaire, the classical assumption test, and analysis of factors that reduced until data is ready to be used for multiple regression analysis and hypothesis testing.

4.2.2. Reliability and validity

The measurement results show the reliability, construct the questionnaire items, the value of Cronbach's alpha coefficient of the scale reaches 0,60-0.7 and construct validity of the questionnaire items have high validity value research Corrected Item-Total Correlation exceeds 0.3 or are tabled for a sample of 100 people with the value $df = n - 2 = 100 - 2 = 98$ is 0.1780 (one-tailed).

4.3. Classical Assumption Test

The results of the analysis of the classical assumption (multicollinearity, normality, outliers, linearity, and homoscedasticity) showed that all the predictors are already qualified in the classical assumptions of multiple regression models in explaining attitudes toward counterfeit printer ink products.

Results of linear regression analysis with the normal chart PP plot against the residual error regression model has shown that normal chart patterns, namely there is the distribution point located not far from the diagonal line. The results show that all variables used as predictors in the regression models show a fairly small VIF (1515 and 1424), in which all are under 10 and the values of tolerance for all variables were above 0.10. Do not show symptoms multicollinearity, it can be used as mutually independent variables. Heteroscedasticity test results showed no clear pattern of these points, which means that there is no significant interference in this regression model.

4.4. Multiple Regression Analysis

In broader perspective, the use of multiple regression analysis to seek first the dominant factors influencing consumer attitudes towards counterfeiting of non-deceptive products, related to purchase intention? Both partially how the four exogenous variables affect consumer attitudes towards counterfeiting of non-deceptive products? Third, how consumer attitudes affect purchase intentions.

Multiple linear regression analysis was used to test the effect of two or more independent variables on the dependent variable. The mathematical shape is as follows:

$$Y_1 = \alpha_1 + \beta_1 X_1 + \beta_2 X_2 + e_1 \quad (1)$$

Where Is:

Y_1 = attitude toward counterfeit printer ink

A = constant

β_1 = regression coefficient for the value conscious

β_2 = regression coefficient for Personal Gratification

4.5. Hypothesis Testing

4.5.1. T test (significance level of 5% and the probability of <math> < 1 0.05 </math>).

Basically t test shows the effect of the influence of the exogenous variables in explaining the variation of other variables.

a. *Test the hypothesis Value consciousness (Awareness value) to variable Attitude (Attitudes) non-deceptive consumer against counterfeit products*, the results of the t test sebesar 3,968, with a probability of 0.000, significance level of 5% was obtained probability value less than 0.05. + And significant regression coefficients. Then H1 is accepted. Thus, if the Value consciousness increases, the attitude (Attitudes) positive, non-deceptive consumer against counterfeit printer ink products will also increase.

b. *Personal Gratification hypothesis test influence on consumer attitudes towards non-deceptive counterfeit products*. Value of 2.571 t test, regression coefficient + and Significant means $H_a H_0$ is accepted and rejected. Thus means Hypothesis, the H3 is received. Thus, if the perception of Personal Gratification increases, the consumer attitude towards non-deceptive counterfeit products will positively increase.

c. *With Goodman tests of mediating effects to analyze consumer attitudes towards non-deceptive counterfeit printer ink products* showed that consumer attitudes toward a product of non-deceptive counterfeit printer ink positive, proving that consumers have the personal satisfaction. In addition, and have a low awareness of the value, consumers do not care about quality, and losses will be caused by using fake printer ink, such as damage to the printer, the print is not clear or fake ink resilience has no standardization.

4.5.2. F Test

The results of the test and F-test comparisons F table are simultaneous significant effect of exogenous variables to variable endogen shows an F test of 0579 or 58% with a 0.000 significance level of less than 0.05 and Results The coefficient of determination (R^2) with the value of Adjusted R Square, obtained by 0.575 (58%), thus the variable Value consciousness and Personal Gratification simultaneously provide a substantial contribution as a predictor of attitude and 58% exogenous variables affect consumer a positive attitude associated with non-deceptive counterfeiting activities in Surabaya printer ink products.

Based on the test results of the hypothesis to explain that strong enough indications of non-deceptive consumer

attitudes in Surabaya like fake printer ink products. A positive attitude of consumers considered that personal satisfaction is not important because they are aware of the counterfeit printer ink used to print out a task or job that does not require ink durable, high-quality, besides the results are quite satisfactory print out or nearly the same as the original printer ink print out.

In addition, counterfeit printer ink can be used by various brands of printers; this is a high appeal to consumers who only have the ability to use the product without having to look for more detailed information. Consumers also feel a personal satisfaction of counterfeit printer ink products that provide convenience to a different printer.

5. Conclusion

First, factors suspected to affect consumer attitudes, value consciousness. Consumer Non-deceptive judge that the quality and authenticity of printer ink is not important. The low awareness of the value of using the original printer ink products provides a significant influence in the formation and describe the positive attitude is increasing at a fake printer ink products in Surabaya.

Second, lack of desire to get personal satisfaction from the printout of any printer ink products increase positive attitudes of consumers of non-deceptive counterfeit printer ink products in Surabaya.

6. Implications Research

Value consciousness, personal ratification and attitudes (Attitudes) are a factor that gives a psychological boost to the increased circulation of counterfeit ink products in the consumer market. Constructs have become a consideration for companies and marketers of original printer ink in Surabaya or in Indonesia to create a product differentiation and innovation of products that can be used for different brands or types of printers without having to be adapted to the printer brand.

7. Recommendations for Further Research

Several shortcomings of this study, is an opportunity for future research, among others: For research will come there are about 42.5% of other determinants that influence the attitudes associated with counterfeiting activities in Indonesia, such as price and other psychological aspects.

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