EFFECT OF HEDONIC VALUE AND CONSUMER KNOWLEDGE ON BUYING INTENTION FOR LUXURY BRAND COUNTERFEIT PRODUCTS

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ABSTRACT

This study have two fold: (1) to exploring of the emotional aspect of the consumers to has buying luxury brand counterfeit products including of hedonisme motivation and intention to buy (2). To extend the variabels that influence of the consumers to purchase fake of luxury branding products. The study conducted in Surabaya City and using the randomly assigned to 2 experiment demonstrates of that hedonis motivation into understanding consumers demanding for purchase luxury brand counterfeit products. The results of the empirical analysis suggest that participations who high hedonis motivation affect their intentions of purchasing such purchase luxury brand counterfeit products positively. It is also seen that the high demanding to luxury brand counterfeit products in the market.

Keywords: Motivation, Hedonic Value, Intention, Luxury Brand Counterfeit

1. Introduction

Counterfeiting is term used to refer to any product which so such as a imitates thar of other as to mislead a consumer that it is the product of that other, include the unauthorised production and distribution of a product that is protectes by other intellectual property right, such as copyright. Other defined of Brand product Counterfeiting is as the copies of original product and brands such as packaging, logos, or similiar with atributes of original (Lambkind and Tyndall, 2009).

The total losses estimated every year for counterfeiting is about in more than 20% on the international trading of the luxury brand product (Chaudhry and Walsh, 1996). The social effect of luxury brand counterfeit consumption such as job looses, social risk, law risk, branding decreases, no-royalty, ect. (Siham and Pierre, 2011). The countries of the Asia more than counterfeiters and high to demand of the luxury brand fake products in the world (Evelyn and Cecilia, 2008; Hidayat and Phau, 2003). The problem is not related only to the manufacturers of counterfeit products, but the consumption of imitation labels of luxury brand products. This is supply stimulate from counterfeiter worldwide (Wilcox et al, 2009).

Several research not investigitgating to real purchase behaviour, but they the focus to exploring of intention to purchase. Lambkin and Tyndall (2009) examination about consumer behaviour from legal perspective. Moreover, although many researchers have confirmed the purchase intention. Some other aspect was explores about the relationship between the type of product, the purchase situation and rationalisation of purchase intention (Eisend and
Schuchert-Guler (2006; Phau and Teah, 2009). For understanding emotionals aspect, some studies was explained internal and external motive including hedonic value motives and consumer knowledge as moderating variable on the buying intention to counterfeit product (Vigneron and Johnson 1999; Marie et al, 2010; Bian and Mountinho, 2011).

This study will analyze the factors that influence customers behaviour to purchase intention of luxury brand counterfeit products. These factors include hedonic value and consumer knowledge that may affect the intention to purchase luxury brand counterfeits products. This research to involves two elements are product characteristics such as hedonic value and consumer knowledge. (Zhan and He, 2012). Based on MOA model (MacInnis and Jaworski, 1989; 1991) to the investigation and explaining of the interactions between of relationship hedonic value, consumer knowledge and willingnes to buying luxury brand counterfeit products.

2. Theory development And Hypotheses

2.1 Counterfeits defined

Norum and Cuno, (2011) defined counterfeit is a activities has the production, distributions and consumption have increasing depend on the demand of consumers. Brand Counterfeits is imitition of original luxury brand product atributes.

2.2 Buying intention

The buying intention an individual has for a luxury brand counterfeit product, the more purchase intention that person will have benefit and value fuctions of the branded product (Nia and Zaichkowsky, 2000; Bian and Mountinho, 2011; Sahin and Atilgan, 2011).

2.3 The MOA framework

Frame work of the Motivation-Opportunity-Ability or MOA model. Motivation aspect is very important to understanding consumers behaviour, but not only motivation aspect as stimulate on the process making decision also opportunity and ability (MacInnis and Jaworski, 1989). Three aspect are important antecedents of consumer behaviour.

The model of MOA framework has considering of individual behaviour. Relationship Motivation, opportunity, and ability are priority to indentified intention (Hughes, 2007). In this study, consumers behaviour on the consumptions of luxury brand counterfeit product that identifying on buying intention.

2.1.1 Motivation - Hedonic Value

The defining of motivation and measuring the mediating effects of motivation based on values of a hedonic need. The hedonic values are consumers’ positive or negative emotions motivation on the consumption behaviour (Jiao et al, 2012). These study used consumer knowledge effect as moderators variable on interaction of the hedonic value and buying intention for predicting individual emotions consumption behaviors toward luxury branded counterfeit product.

Babin et al (1994) the value is the evaluation of the subject after his experience in interacting with objects or events a outcome variables of consumption experience. Hedonic products are typologies that are considered when evaluating differences in types of products. Hedonic value are siciles of affective, reasons and memories of experiences. Hedonic value of pleasure, fantasy, adventures and fun of emotional consumptions (Ravi Dhar And Klaus Wertenbroch, 2000). Hedonic value is the value associated with the multisensory, emotional experience in consuming the product or service (Hanzee and Baghi, 2011). Instead hedonic value is outcomes that are associated with unpredictable reactions of personal subjective (Babin et al., 1994). The role of hedonic value that can create emotions after consumption can be positive or negative.
In addition, The luxury branded product are long-established and familiar of consumers. Consumption of luxury brand products is trends to impress others, and creates prestige, enjoyment, and field adventures in personal life consumption (Chapa et al., 2003; Maria et al., 2010). However, as hedonic values are captured by brand name of product. Hedonic value of luxury brand product are positive and favourable influences on purchase intention. (Evelyn and Cecilia, 2003). Maria et al (2010) consumers purchase and consumption of counterfeit luxury goods perceived to being efficient by optimizing their resources, having fun by experiencing adventure, enjoyment, and risk. The development of hypothesis is proposed:

H1. Consumers perceptions favourableness of hedonic value is a positive influence of buying intention of luxury brand counterfeit products.

2.1.2 Ability : effects of Consumer Knowledge

This study proposed to predicts consumer knowledge as that moderator effect between hedonic value and buying intention of luxury brand counterfeit products. In addition, the moderator effects when a relationship is findings pertains for a sample as a whole to a portion of that consumer experience of product and service (Bryman and Cramer, 1999).

The Ability is a predictable imporatant aspect of the M-O-A model for consumers behaviour. Ability represents the self individual’s performance or knowledge base related to the behaviour action (Hung and Petrick, 2011). Thus, changes to motivation and buying intention, the constraining impact of ability is constraining of outcomes consumer behaviour. The consumer knowledge as mediator is significantly on relationship hedonic value and intention purchase (Zhan and He, 2012). This study to test perception of consumers with higher levels of consumer knowledge about product luxury brand attributes and informations than lower level of consumer knowledge on show less to buying intention of luxury brand product counterfeit. The development of hypothesis is proposed:

H2: When consumer knowledge is high, the positive effect of hedonic value on consumer buying intention of a luxury brand counterfeit product is stronger than when consumer knowledge is low.

H3: The consumer knowledge have influences of the buying intention to a luxury brand counterfeit product

3. Conceptual Framework

The framework model on these study is develops begins with investigating of motivation variabel on the emotion context to explaining how variabel may directly influence, and indirect effects of moderator consumer knowledge between hedonic value and toward buying intention of luxury brand counterfeit products.

![Conceptual Framework Diagram]
4. Methodology

There are three experiments to assess two main hypotheses and one moderating effect both hedonic value and buying intention on buying behavior of luxury brand product counterfeit: (1) High level- Hedonic value are more likely to buying intention highly and (2) High level buying intention will indicate the same level of buying behavior luxury brand counterfeit product. (3) The designed to investigate the potential moderator effects and to rule out the possibility of consumer knowledge being a ability affect on buying behavior for luxury brands product counterfeit.

5. Research Findings and Discussions

This kind of technique experiment on the basis for use in evaluation of positive or negative emotion and buying intention caused by luxury brand product counterfeit perspective. The emotion motivation is hedonic value of a luxury brands product counterfeit performs as expected such as origine products. The result, in generally conceptualised MOA is better to evaluation of consumers emotional experience could be divided into immediate evaluation based on the real consumption hedonic value and based on considering consumer knowledge effect.

Based on the related theories on MOA models to evaluation of consumer’s emotion and buying intention this study mainly explores and verifies the ability effects of consumer’s behavior resulting from its negative or positive emotion with hedonic value by using the experimental methods.

5.1 Design of the Experimental 1

The subjects participants are 240 undergraduate students at faculty of economic and business Airlangga University are voluntarily in this research (aged between 18 and 25). They are 128 females and 112 males. were randomly assigned to conditions in a 2 (hedonic value: high, low) x 2 (consumer knowledge: high, less) between-subject design.

The experiments adopt the between-group design of 2 (low hedonic value vs. High hedonic value) x 2 (consumer knowledge high vs low) to test the hypotheses by controlling the factors of luxury brand product counterfeit, such as product feature (hedonic value high vs low), ability conditions (consumer knowledge) of emotions and buying intention.

5.1.1 Pretest

The product and luxury brands classifieds

The luxury brands product counterfeit is popular and most likely to the respondents. Result of the first pre-tested using 60 undergraduate students has been identified two luxury brands as stimuli: Gucci and LV and three products are hand bags, shoes, belt and perfumes, which were used as stimuli highly and lower of hedonic value luxury brands product counterfeit.

5.1.2 Experimental procedure

In the experimental design used 240 partisipants are randomly divided into 8 groups. Every one will read the situational description, and will also see 4 picture folders respectively named branded Gucci / LV. Handbags, belt, shoes and perfumes Gucci/LV is characterized by lower hedonic value respectively (table 1). After reading all the information, the subjects divided into two groups will be required to enter the process of specified consumption imagination. Subjects in immediate evaluation group will answer related questions about
emotion motivation and buying intention after the process of consumption imagination; voluntary in lower evaluation group will not do the same things, but needs to complete another specific knowledge about independent dan dependent variabel.

**Independent variable**
Hedonic Value was assessed using point likert scale (1 = agree, 5 = disagree) and manipulated via episodic recall task adopted from (Vigneron, Franck Johnson, Lester W,2004; Ryu et al,2010). Emotion motivation of respondents were is hedonic value of luxury brand product perspective.

**Dependent variable**
In the measurement of buying intention used five point likert scale (1 = agree, 5 disagree): ‘ I am buying luxury brands products counterfeit for my self, I will recommendation of others to buying luxury brand products. and ‘i willingness to buying luxury brand product counterfeit for others . In all response partisipant is positive emotion (a > .90).

Thus participants respons of the hedonic value and consumers knowledge effect of buying intentiona on luxury brand product counterfeit stimuli. Thus, the every group will answer related questions about emotion and buying intention after the process of consumption behavior. The below show that respondent who were asked willingness to buying of brand type and product categories in the luxury brand counterfeit product, in the table 1:

<table>
<thead>
<tr>
<th>Brand Type</th>
<th>Product Category</th>
<th>Description</th>
<th>Hedonic Value Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>LV</td>
<td></td>
<td>Adventure</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Glamour</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Enjoying</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Adventure</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Glamour</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Enjoying</td>
<td></td>
</tr>
<tr>
<td>GUCCI</td>
<td></td>
<td>Adventure</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Glamour</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Enjoying</td>
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</tbody>
</table>


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Results and discussion
Pretest. We chose the two brande products counterfeit as stimuli on the basis of the results of two pretests. In the first pretest, which we adopted from Ravi Dhar And Klaus Wertenbroch.,(2000), subjects from the same population categorized several everyday consumer goods as primarily hedonic (defined as pleasant and fun something that is enjoyable and appeals to the sences.e.g., LV-Bags and shoes; GUCCI-Parfume and Gesper).

Manipulation check
Experiment 1. The study was predicted that the buying intention for the more hedonic value high vs hedonic value low. In support of this hypothesis, subjects were significantly more likely to give up the bags and parfumes stimuli. when they were faced with a decision of which item to counterfeit brand than they were to select the brand of bags-LV or Parfume-GUCCI when they to purchase of counterfeit luxury brands product.

Buying intention on Luxury Brand Counterfeit
The data furthur show the result of experiment 1 is sugest the consumen had intention to buying luxury brand counterfeit products . Each of the 60 participants evaluated brands in four product categories. Wich are 240 total of participants: 118 in the high hedonic value and 122 in less a function of hedonic value. The data summarized in table 2. Show that respondent who were asked to buy buying intention in the luxury brand counterfeit product value.

Table 2:
The Effect Of Hedonic Value On Buying Intention (Experimen 1)

<table>
<thead>
<tr>
<th>Brand Type</th>
<th>Dependon Variabel</th>
<th>High</th>
<th>Low</th>
<th>Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adventure</td>
<td>Buying intention - LV</td>
<td>45.6</td>
<td>64.4</td>
<td>$F_{1,100} = 22.57$</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(n =43, SD=20.7)</td>
<td>(n =68, SD=24.7)</td>
<td>$P &lt; .001$</td>
</tr>
<tr>
<td></td>
<td>Buying intention - GUCCI</td>
<td>18.2</td>
<td>42.2</td>
<td>$F_{1,100} = 25.62$</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(n =43, SD=24.3)</td>
<td>(n =68, SD=32.3)</td>
<td>$P &lt; .001$</td>
</tr>
<tr>
<td></td>
<td>Buying intention - LV</td>
<td>52.6</td>
<td>58.6</td>
<td>$F_{1,100} = 3.97$</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(n =53, SD=18.9)</td>
<td>(n =56, SD=24.9)</td>
<td>$P &lt; .05$</td>
</tr>
<tr>
<td>Glamour</td>
<td>Buying intention - GUCCI</td>
<td>22.6</td>
<td>34.6</td>
<td>$F_{1,100} = 5.17$</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(n =53, SD=26.1)</td>
<td>(n =26, SD=35.1)</td>
<td>$P &lt; .05$</td>
</tr>
<tr>
<td></td>
<td>Buying intention - LV</td>
<td>48.9</td>
<td>60.9</td>
<td>$F_{1,100} = 22.76$</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(n =21, SD =20.2)</td>
<td>(n =28, SD=24.2)</td>
<td>$P &lt; .001$</td>
</tr>
<tr>
<td>Enjoyment</td>
<td>Buying intention - GUCCI</td>
<td>21.5</td>
<td>37.5</td>
<td>$F_{1,100} = 27.90$</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(n =21, SD =25.4)</td>
<td>(n =28, SD=33.8)</td>
<td>$P &lt; .001$</td>
</tr>
</tbody>
</table>

Number /Data primer (Diolah 2015)
Number in each cell representsthe mean rating of the luxury brands across all product categories (LV and GUCCI most popular)

In summary, participants evaluation have different based on consumer knowledge level for product features, and different memorable of perceive hedoinic value (e.g., enjoyable, fun, glamour, prestige, adventure etc). Which would consequently affect their
intention to purchase. This study used simple manipulations that determine whether the hedonic value function. Information about the products description decided to use as LV bags (highly Hedonic Values) - LV Shoes (less hedonic Values); GUCCI - Parfumes (highly Hedonic Values) – GUCCI Gasper/belt (less hedonic Values) to related in product features highy or less hedonic value of selected brands.

This is result of consumer behavior in high-Hedonic value and low-hedonic value conditions were affected differently to buying intention of LV bags and Shoes were rated significantly more hedonic value of Adventure (M = 45.6; SD = 22.57) than the Gucci (M =18.2 ; SD = 0.25,62; F1,100 p < .05) (see. Table 1 and 2). It is mean product Hedonic value high and low are manipulations were successful of buying intention luxury brand counterfeit product. H1 is thus supported.

5.2 The Experimental 2
Results and discussion
Manipulation check

In the experiment 2 used design experiment 1. In the study, consumer knowledge as moderating both relationship hedonic value and buying intention. Investigating main effect of consumer knowledge by hedonic value manipulation on reported feelings of buying intention for luxury brand product. Result is more consumer knowledge high-value hedonic condition (M = 3.32) than in the hedonic condition (M = 3.84) and knowledge manipulation was also successful. Hedonic value of product LV for glamour is highly and less hedonic value for GUCCI product especially adventure emotions (see figure 1).

The effect of Consumer Knowledge is positive to weakness of the interaction relationship between hedonic value and buying intention Luxury brand counterfeit product.

![Experiment 2](image-url)

**Figure 1: Effect Of Hedonic Value (HV) And Consumer Knowledge (CK) On Buying Intention Luxury Brand Counterfeit Products.**
The Moderating Role of Consumer Knowledge

The results (Figure 1) indicate as consumer knowledge highly have positive influence of intention to buying of (high hedonic value-high consumer knowledge and consumers with higher level of hedonic value - low consumer knowledge), Low level hedonic value; low motivation-low Consumer knowledge = M=3,6) influence buying intention with regard to participation in the evulated hedonic value and consumer knowledge ability and H2 is thus supported.

5.3 The Experimental 3

In the experiment 3, there was regarded direct effect of consumer knowledge and and buying intention. High consumer’s knowledge is significant to influences the buying intentions of luxury brand counterfeite. Consumers perception by glamour, adventure and enjoying on hedonic value luxury brand product didn’t have different (handbags, shoes, belt and parfumes). But in the same situation (High vs less consumer knowlegde) where is LV high hedonic value is more likely than Gucci high hedonic value. Majority of respondend willingness to buying LV high hedonic value than Gucci high value. (see figure 2).

![Figure 2: Luxury Brand Counterfeit Products Buying Intention As A Function Of Hedonic Value (HV) And Consumer Knowledge (CK).](image-url)

The test of effect of when high consumer knowledge of luxury brand counterfeit product condition were M= 3,92 for high hedonic value and M=3.53 for hedonic value less, it mean consumer knowledge less where hedonic value low condition (M = 3,25) than in hedonic value high emotion motivation to buying luxury brand counterfeit is positive (M = 3.6). The consumer knowledge was successful influences of buying intention of luxury brand counterfeit products. H3 is thus supported.
6. CONCLUSION

To examine the moderating effect of consumer knowledge, this study also divides the respondents into four groups based on two levels on hedonic value motivation and two levels of consumer knowledge is ability of each MOA element. The differences among means for consumer knowledge among these 8 groups are evaluated. Hypotesis H1, H2 and H3 are supported on consumer behavior luxury brands product counterfeit perspective.

7. Implications of Hedonic Value based motivation for consumer behavior

The hedonic value-based motivation-oppotunity and ability model suggests two things relevant for consumer behaviour. First, hedonic value choices most important of buying to luxury brand product counterfeit. Second, high knowledge consumer effect on the decreasing relationship hedonic value and buying intention. Three, luxury brand product with glamour and adventure values are most important for consumers. Fourth, MOA model can be construed as focus to understanding the buying intention of luxury brand product counterfeit on behavior consumer.

Finally, these study findings are also of use to the short and long term impact of investigating how change in consumers choice by consumer knowledge strenght of luxury brand counterfeit in unrelated product categories. Thus, the companies to be more managing their brand on hedonic value function and more understanding of consumer knowledge level influence buying behaviour on luxury brand counterfeit products.

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