

ANALYSIS OF PURCHASE DECISIONS FOR COUNTERFEIT FASHION PRODUCTS IN E-COMMERCE



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Abstract

This research examines the impact of electronic word-of-mouth, Live Streaming, and Counterfeit Fashion Products, with Price acting as a moderator, on purchase decisions in Shopee e-commerce. The study employed SmartPLS SEM with 208 respondents. The findings reveal that Electronic Word of Mouth significantly positively influences purchase decisions by enhancing consumer trust and intentions. Counterfeit fashion products also positively impact purchase decisions, attracting consumers through affordable prices despite lower quality. Live streaming, as a promotional tool, significantly boosts purchase decisions by increasing consumer interest and trust through live demonstrations and real-time interactions. Price strengthens the relationship between interest in counterfeit fashion products and purchase decisions. These results highlight the crucial role of price, Electronic Word of Mouth, and live streaming in digital marketing strategies to drive purchase decisions in e-commerce.

Keywords: Electronic Word of Mouth, Live Streaming, Counterfeit Fashion Products, Price, Buying Decision

INTRODUCTION

The current technological advancements have significantly impacted and transformed nearly every field, including trade. One of the most influential technological developments in Indonesian society is the internet. According to the "Indonesian Internet Profile 2023" report by the Indonesian Internet Providers Association (APJII), the number of internet users in Indonesia reached 215.63 million in 2022-2023, compared to just 175 million before the pandemic, as reported by CNBC Indonesia (Faradiba & Syarifuddin, 2021). Technological progress has greatly influenced modern business systems, particularly the rise of free trade through electronic commerce (e-commerce) (Putri & Iriani, 2019). E-commerce has gained significant public interest as consumers find it easier to shop for various products, including daily necessities, electronics, fashion, and more (Silaban, 2019). Consequently, the use of e-commerce in Indonesia has surged, and the increasing number of e-commerce platforms has led to more intense competition as these platforms vie for dominance in various aspects.

Shopee is one of the most visited online shopping sites, ranking first in both the Appstore and Playstore categories. Shopee has successfully attracted significant consumer attention, with 157.97 million monthly visitors, leading the market ahead of Tokopedia, which has 117.03 million visitors per month. There are several factors that influence consumers in deciding which e-commerce platform to use and which products to purchase, including easy access, product and shop appearance, product information and availability, product quality, price, attractive promotions, customer service, advertisements, and recommendations through testimonials from other buyers. Shopee, like many other e-commerce sites, provides a recommendation feature, such as ratings from consumers who have already purchased products. This allows potential customers to learn about products through the experiences of other consumers or by asking previous buyers, a practice commonly referred to as electronic word of mouth.

The rapid development of technology has also led to innovations that enable online sellers to showcase and demonstrate their products in real time. According to Faradiba & Syarifuddin (2021), viewers can directly ask questions via the provided chat feature or even offer testimonials about products they have purchased, using live streaming as a reference for other viewers. Live streaming video is increasingly used as a tool for promotion and real-

time interaction with potential consumers. Sellers can monitor the number of viewers in real-time, making the feature easy to use, with videos being automatically saved to the seller's social media timeline for later viewing. This allows consumers who may have missed the live broadcast to still view the promotions at their convenience (Faradiba & Syarifuddin, 2021). With these features, consumers tend to prefer buying goods on social media platforms because they are easy and economical, and promotions become more appealing when there are higher viewer counts and positive reviews.

Moreover, consumers are becoming more aware of brand recognition (Brand Awareness). Experts define brand awareness as the ability of consumers to recognize or recall a brand within a specific product category (Sitorus et al., 2022). This growing awareness has led to an increasing consumer interest in luxury items at lower prices, contributing to the rise of counterfeit fashion products (Bhatia, 2018). The International Anti-Counterfeiting Coalition has reported that the global market for counterfeit fashion products exceeds \$600 billion annually, accounting for about 5–7% of global trade value (Kassim et al., 2021). This shift toward counterfeit fashion products can be attributed to the high prices of genuine luxury brand fashion items (Bhatia, 2018). For example, the Louis Vuitton Steiff Teddy Bear bag, which costs \$2.1 million, or the Louis Vuitton Urban Satchel, priced at \$150,000, is out of reach for many consumers (Luxury Columnist, 2022).

As technology continues to advance, many counterfeit fashion product manufacturers take advantage of the opportunity to produce items with similar quality to luxury brands at much lower production costs, making counterfeit products more affordable (Gentry et al., 2006). These products attract consumers who believe they can boost their self-esteem and social status by wearing counterfeit fashion items (Bhatia, 2018). The widespread growth of e-commerce in Indonesia, with Shopee leading the market, along with features like electronic word of mouth, live streaming, and the increasing prevalence of counterfeit luxury goods, has led to the rise of factors such as low prices, attractive promotions, and positive consumer reviews influencing purchasing decisions. This motivates the author to conduct research titled "Analysis of Purchase Decisions for Counterfeit Fashion Products in E-commerce."

Previous research has not yet explored the combination of electronic word of mouth, live streaming, counterfeit fashion products, price, and purchase decisions in a single study.

Some studies may not have examined how price moderates the relationship between counterfeit fashion products and purchase decisions. Exploring the interactions between these variables could significantly contribute to understanding the dynamics of counterfeit fashion products.

In the Ramadhan study (2023), the focus was on the impact of the intention to purchase counterfeit fashion products without considering other variables, such as Electronic Word of Mouth and Live Streaming. Although the price variable was discussed, it was explored in less detail. On the other hand, the research by Rahmadhani and Prihatini (2019) only examined the influence of Electronic Word of Mouth on purchase decisions within Tokopedia e-commerce, concluding that both simultaneously and partially, Electronic Word of Mouth positively and significantly affects purchase decisions.

In other studies, Thach et al. (2021) focused solely on the effects of Live Streaming and Electronic Word of Mouth on purchase decisions, finding significant results. Furthermore, Sartika's (2021) study only addressed the relationship between counterfeit fashion products and price, treating price as an independent variable rather than a moderator. Similarly, other studies have not explored the connection between Counterfeit Fashion Products, Electronic Word of Mouth, Live Streaming, and price to purchase decisions. Based on this existing literature, the purpose of this research is to analyze the factors influencing purchase decisions for counterfeit fashion products in e-commerce.

RESEARCH METHOD

In this study, quantitative data was utilized, which consists of numerical data that can be collected through methods such as distributing questionnaires, direct observation, or documentation. The data were then analyzed using statistical techniques (Slamet & Aglis, 2020). The primary data source for this research was obtained by distributing a questionnaire via a Google Form link to all Shopee Marketplace users in the Jabodetabek area. For data analysis, the research employed SmartPLS SEM (Partial Least Squares - Structural Equation Modeling) software. PLS is capable of explaining the relationships between variables and performing analyses within a single test. Structural Equation Modeling (SEM) was used for data processing through SmartPLS.

RESULTS AND DISCUSSION

Shopee is an e-commerce platform owned by PT. Garena Indonesia, designed to facilitate easy and fast buying and selling activities through mobile phones. The platform offers a wide range of products, from fashion items to everyday essentials. The R² value in the model measures the proportion of variance in the dependent variable that can be explained by the independent variables within the model. As such, R² should be assessed alongside other metrics to ensure the model's validity and reliability.

Table 1.
R² Model Assessment

Variable	R ² Adjusted	Criteria
Purchase decision	0.792	Strong

Source: Processed Data (2024)

According to the results shown in Table 1 above, the Adjusted R Square value is 0.792. This indicates that the variability in the constructs of electronic word of mouth, live streaming, and counterfeit fashion products can explain 79.2% of the variability in the purchase decision construct, which is considered 'strong'. This suggests that consumer decisions to purchase counterfeit fashion products on e-commerce platforms are significantly influenced by reviews and testimonials from other consumers, as well as perceptions of lower prices, product quality, and the interactivity offered during live streaming sessions.

The Q² assessment in the SEM PLS model is used to evaluate the predictive relevance or the model's ability to predict. A Q-square value greater than zero indicates that the model has relevant predictive power.

Table 2.
Q² Model Assessment

Variable	SSO	SSE	Q ² (=1-SSE/SSO)	Criteria
Purchase Decision	2704,000	1524,779	0.436	Significant Positive

Source: Processed Data (2024)

Based on Table 2 above, the variables analyzed in this study have a Q-Square value of 0.436, which is greater than 0. This indicates that the independent variables in the model (such as electronic word of mouth, live streaming, and counterfeit fashion products) can significantly explain the variations in the dependent variable (purchase decisions). In other words, this model is effective at predicting consumer purchase decisions, making the analysis

results reliable and relevant for understanding consumer behavior when purchasing counterfeit fashion products through e-commerce. The positive and significant Q-Square value further reinforces the validity of this model in the context of the research.

F2 Model Evaluation

The F2 assessment was used to determine the extent of the model's additional predictive power. The F2 value for each variable is as follows:

Table 3.
F² Model Assessment

	F²	Information
Counterfeit Fashion Products → Purchase Decision	0.689	Strong
Electronic Word of Mouth → Purchase Decision	0.195	Sufficient
Price → Purchase Decision	0.023	Weak
Live Streaming → Purchase Decision	0.126	Weak
Price x Counterfeit Fashion Products → Purchase Decision	0.267	Enough

Source: Processed Data (2024)

Based on Table 3 above, it can be observed that each path in this study exhibits a "weak," "sufficient," or "strong" effect size in the structural model. The results of the F2 analysis reveal varying levels of influence of the independent variables on purchase decisions regarding Counterfeit Fashion Products in e-commerce. Counterfeit Fashion Products have a strong effect on purchase decisions, indicating that it significantly influence consumers to make purchases. Electronic Word of Mouth shows a sufficient effect size, meaning that online reviews and recommendations also have a notable impact, but not as much as the product itself. Both Price and Live Streaming have weak effect sizes, suggesting that while they play a role in purchase decisions, their influence is less pronounced compared to other factors. However, when Price is combined with Counterfeit Fashion Products, the effect size increases to sufficient, indicating that lower prices can enhance the appeal of Counterfeit Fashion Products and significantly affect consumer purchase decisions.

SRMR Model Assessment

SRMR (Standardized Root Mean Square Residual) is a metric used to assess the goodness of fit in the SEM model. In the context of this study, it demonstrates that the model accurately reflects the relationships between the variables being analyzed.

Table 4.
SRMR Model Assessment

Component	SRMR	Information
Saturated Model	0.072	Good Fit
Estimated Model	0.076	Good Fit

Source: Processed Data (2024)

Based on the data in Table 4, the SRMR value for both the saturated and estimated models is less than 0.08. This indicates that the model fits well with the empirical data. The minimal difference between the observed and predicted correlation matrices shows that the model accurately represents the relationships between the variables. These results reinforce the model's validity, suggesting it can be relied upon to offer accurate insights into the factors influencing purchase decisions for Counterfeit Fashion Products on e-commerce platforms.

The d_ ULS and d_ G Assessment

Unweighted Least Squares Discrepancy (d_ ULS) and Geodesic Discrepancy (d_ G) are used to assess the validity and precision of the SEM model applied. The results are as follows:

Table 5.
d_ ULS and d_ G assessment

Component	d_ ULS	d_ G	Information
Saturated Model	4,502	1,930	Good Fit
Estimated Model	4,932	1,956	Good Fit

Source: Processed Data (2024)

Based on Table 5 above, it can be seen that the d_ ULS value for both the saturated and estimated models is greater than 2.00, while the d_ G value for both models exceeds 0.9, indicating that the model meets the established criteria. This suggests that the model demonstrates a strong level of agreement with the observed data. A d_ ULS value above 2.00 and a d_ G value greater than 0.9 show that the discrepancies between the estimated and observed covariance matrices, as well as the geodesic distance between the model and the actual data, fall within acceptable thresholds. Therefore, this model is deemed valid and accurate in representing the relationships between variables in the study of purchase decisions for Counterfeit Fashion Products in e-commerce.

Multicollinearity Test

The Multicollinearity test result can be seen as follows:

Table 6.
Multicollinearity Test

	VIF
Electronic Word of Mouth → Purchase Decision	1.672
Counterfeit Fashion Products → Purchase Decision	2.338
Live Streaming → Purchase Decision	2.234
Price x Counterfeit Fashion Products → Purchase Decision	2.239

Source: Processed Data (2024)

The analysis in Table 6 above indicates that the inner model's VIF value for each construct variable is less than 5.00, meaning there is no multicollinearity in the regression model. This suggests that there is no significant multicollinearity among the independent variables in the model. As a result, each independent variable does not exhibit a strong relationship with the others, allowing the regression model used in this study to be considered valid, and the findings can be interpreted with greater accuracy, free from multicollinearity issues. Hypothesis testing for the path analysis or structural models is presented in the table below.

Table 7.
Hypothesis Testing Results

	Original Sample (O)	T statistics (O/STDEV)	P Values	Information
Electronic Word of Mouth → Purchase Decision	0.257	3.254	0.001	Accepted
Live Streaming → Purchase Decision	0.239	2.048	0.041	Accepted
Counterfeit Fashion Products → Purchase Decision	0.572	4.222	0.000	Accepted
Price x Counterfeit Fashion Products → Purchase Decision	0.227	2.938	0.003	Accepted

Source: Processed Data (2024)

The results indicate that electronic word of mouth significantly influences purchase decisions. The analysis shows that the p-value for the impact of electronic word of mouth on purchase decisions is 0.001, the t-statistic is 3.254, and the path coefficient is 0.257. Since

the p-value is less than 0.05 and the t-statistic exceeds 1.96, it can be concluded that electronic word of mouth has a significant effect on purchasing decisions.

Live streaming, on the other hand, does not significantly influence purchase decisions. The analysis shows that the p-value for the effect of live streaming on purchase decisions is 0.000, the t-statistic is 2.048, and the path coefficient is 0.041. Since the p-value is smaller than 0.05 and the t-statistic exceeds 1.96, it can be concluded that live streaming has a significant effect on purchase decisions.

Additionally, the study reveals that counterfeit fashion products significantly influence purchase decisions. The analysis indicates that the p-value for the influence of counterfeit fashion products on purchase decisions is 0.000, the t-statistic is 4.222, and the path coefficient is 0.572. As the p-value is less than 0.05 and the t-statistic exceeds 1.96, it can be concluded that counterfeit fashion products significantly impact purchase decisions. The effect of counterfeit fashion products, moderated by price, also significantly influences purchase decisions. The analysis shows that the p-value for the effect of counterfeit fashion products moderated by price on purchase decisions is 0.003, the t-statistic is 2.938, and the path coefficient is 0.572. Given that the p-value is less than 0.05 and the t-statistic exceeds 1.96, it can be concluded that the effect of counterfeit fashion products, moderated by price, has a significant impact on purchase decisions.

The Influence of Electronic Word of Mouth on Purchase Decisions

Electronic word of mouth refers to the online version of traditional oral communication, where individuals share information and opinions about a product, service, or brand they have used through digital platforms. This concept is discussed in the theory by Kotler & Keller (2016). The research findings indicate that electronic word of mouth has a significant and positive impact on purchase decisions. This suggests that online reviews, recommendations, and discussions about a product can notably influence consumers' decisions to purchase it. Information shared via electronic word of mouth enhances consumer trust and strengthens their purchase intentions. Additionally, electronic word of mouth helps consumers reduce uncertainty and perceived risks associated with their purchases by providing insights based on others' experiences.

The SEM PLS analysis confirms that electronic word of mouth has a positive and significant effect on purchase decisions. Previous studies, such as those by Rahmadhani & Prihatini (2019b), Shanmugam (2020), and Velita et al. (2019), also found that electronic word of mouth positively affects purchase decisions. This research reinforces these findings by showing that consumers who receive positive information about counterfeit fashion products through electronic word of mouth are more likely to make a purchase, emphasizing the crucial role of electronic word of mouth in digital marketing strategies.

The Influence of Live Streaming on Purchase Decisions

Live streaming is the process of broadcasting live video content over the Internet. According to Cai & Wohn (2019), live streaming is a social media phenomenon that enables content creators to share their activities in real time and interact with viewers through live comments and reactions. They emphasize the role of live streaming in fostering an active and engaged online community. In line with this perspective, Taylor (2018) describes live streaming as a technology that enables the direct broadcast of video and audio content to viewers via the Internet.

The research findings show that live streaming has a positive and significant impact on purchase decisions. This indicates that live streaming, as a promotional tool, can enhance consumer interest and drive purchase decisions. As brand awareness grows and consumers seek luxury fashion products at more affordable prices, live streaming has become an effective way to capture consumer attention. It allows sellers to present products in real time, interactively demonstrate features, and address consumer inquiries instantly. With technological advancements and the growth of e-commerce, live streaming offers a shopping experience that closely mimics physical interaction.

Previous studies by Lestari (2021), Prajana et al. (2021), Rahmayanti & Dermawan (2023), and Zhang et al. (2020) have also confirmed that live streaming significantly influences purchase decisions. However, a study by Xu et al. (2022) suggests that negative public events can decrease consumer confidence in making purchases through live streaming on e-commerce platforms. Despite this, the overall impact of live streaming remains significant. These findings reinforce the idea that live streaming not only facilitates

communication between sellers and buyers but is also an effective tool for improving consumer purchase decisions, particularly in the e-commerce context.

The Influence of Counterfeit Fashion Products on Purchase Decisions

The growing brand awareness among consumers drives them to seek luxury fashion products at more affordable prices. The high prices of authentic luxury fashion items often lead consumers to turn to counterfeit fashion products, which closely resemble the originals but are sold at a much lower price. This aligns with the view of Kotler & Keller (2016), who define counterfeit fashion products as items that are illegally produced and sold using trademarks or labels that closely resemble or replicate original products without the brand owner's permission.

Similarly, Ciangga (2013) describes counterfeit fashion products as the illegal production of goods that mimic the original items but generally have lower performance, reliability, or durability compared to the genuine product. Technological advancements, which enable manufacturers to create counterfeit fashion products with a quality similar to original items, and e-commerce as the primary sales platform, further influence consumers' decisions to purchase these products. Additionally, consumers believe that using counterfeit fashion products can boost their self-confidence, which is also a significant factor in their purchasing decisions.

This is supported by research from Bhatia (2018), which found that low-income, brand-conscious consumers who perceive low risk are more likely to be drawn to counterfeit fashion products. Al-Momani et al. (2009) also found that consumers' attitudes and social influences positively impact their intention to purchase counterfeit products. Similarly, Mustafa's (2021) research shows that integrity and social status positively affect consumer attitudes toward counterfeit products.

While Fernando's (2015) study found that the symbolic value of a luxury brand negatively impacts the intention to repurchase counterfeit products due to evolving moral views, this research emphasizes that, in certain contexts like e-commerce, the appeal of counterfeit products remains strong. This suggests that, despite moral considerations, other factors such as lower prices, resemblance to genuine products, lifestyle, and social class continue to influence consumers' decisions to buy counterfeit fashion products. These

findings are consistent with the positive and significant impact of counterfeit fashion products on purchasing decisions observed in this study.

The Influence of Counterfeit Fashion Products on Purchase Decisions Moderated by Price

Prices play a crucial role in the business world, serving as the medium for exchange in transactions. According to Kotler and Armstrong (2021), price refers to the amount of money charged for a product or service or the value exchanged by customers to gain the benefits of owning or using a product or service. This aligns with Alma's (2018) definition of price, which states that price is the monetary value assigned to an item.

The research findings indicate that when the price moderates the effect of counterfeit fashion products, it has a positive and significant impact on purchase decisions. This suggests that price is a key factor that strengthens the relationship between consumer interest in counterfeit fashion products and their decision to purchase them. In the context of this study, where brand awareness is increasing and genuine luxury fashion items are very expensive, consumers tend to seek more affordable alternatives that still offer the appearance of a luxury brand.

Price moderation of counterfeit fashion products has a significant positive effect on purchase decisions. With lower prices, counterfeit fashion items become an appealing option for consumers who want to enhance their self-confidence and social status without paying high prices. Technological advancements also allow manufacturers to produce high-quality counterfeit products at lower production costs, making them more accessible to consumers. As a result, lower prices play a significant role in influencing consumers' purchasing decisions regarding counterfeit fashion products in e-commerce.

CONCLUSION

Electronic word of mouth and live streaming positively influence and affect consumer purchase decisions. Counterfeit fashion products also have a positive impact on consumers' purchasing choices in e-commerce. Price plays a crucial role as a moderator, enhancing the relationship between consumers' interest in counterfeit fashion products and their decision to purchase them.

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