

# *Customer Attitudes Analysis to Purchase Replica of Casio's Watch (Study in Bandung City Citizen)*

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*Abstract—Counterfeiting now become a global issue that is not happen only in developing country, but also in developed country. Especially in Bandung city that's on high counterfeiting activity city list. And Casio wrist watch also become the main target of counterfeiting. Because it can be used on both male and female and it's universal technology. The type of this research is descriptive quantitative with purpose to know determinant customer attitude factor's towards counterfeit casio watch and witch item are the most influential, with counterfeit Casio user at Bandung city as sample. This research also uses non-probability technique with incidental sampling type. Metode that used in this research is factor analysis. Five motivating customer factors to buy counterfeit Casio wrist watch are created by factor analysis. The first factor is value consciousness factor that have most variants, second is ethical perception factor, third is utility factor, fourth is price factor and last is social influence factor. The Bandung city citizen attitude toward counterfeit casio wrist watch is high. And then the most dominant motivating factor is value consciousness with highest score.*

**Keywords—Customer Attitude, Counterfeit Products, Factor Analytics.**

## I. INTRODUCTION

The Increase of consumer culture in Indonesia, especially in the field of fashion can be seen from the number of malls in Jakarta that keep increased in the major cities on Indonesia are no less intense with world-class shopping malls. Meanwhile, according to Indonesian big dictionary (KBB) consumerism means the ideology or lifestyle that considers goods (luxury) as a measure of happiness, pleasure, and so, of course, with a frugal lifestyle. Malls in Jakarta and major cities in Indonesia itself always full of visitors. By some economic observers it is considered to indicate the potential for a large public purchasing power (Madjid, 2011)<sup>[1]</sup>.

Speaking of consumption desires of consumers. Down to the middle-income consumers of wanting luxury products and branded is too high, then developed the activities of counterfeiting or forgery in various parts of the world. Starting from America to Asia, to meet the wishes of the consumer market on this class. Based on the data acquired

OECD (Organization of Economic Cooperation and Development) and the World Customs Organization, replica merchandise trade account are about 7-10 percent of total world trade (Sahin & Atilgan, 2011) [2]. While the replica Goods (Counterfeit Products) itself can be defined as the product illegally duplicated to look identical to the original product. Rampant circulation of products branded fashion imitation make consumers sometimes no longer able to distinguish between counterfeit brands with original brand who are having a discount. The term of imitation, replica, counterfeit or replica has the same meaning (Anggraeni, 2012)

[4].

According to Hana (2012)<sup>[3]</sup>, imitation or counterfeiting in Indonesia is also big, product imitations of branded luxury products, especially products of fashion, flooding the market, shopping centers and highly preferred by consumers because the price more affordable and easy to obtain, this causes consumers more likely to purchase products than the original clone. Consumers can feel the prestige without having to pay expensive. The fact that counterfeit products are of lower quality than the original product does not reduce the interest of consumers to buy.

Based on the description from the background above, the formulation of the problem defined in this study is how the consumer attitude towards replica Casio watches, factors that determine a person to buy replica watches Casio, and what factor that most dominant that determines a person to buy a replica Casio watches.

The purpose of the research conducted, namely: To determine consumer attitudes toward the replica Casio watches. To determine the factors that determine a person to buy replica watches Casio. To determine whether the most dominant factor that determines a person to buy replica watches Casio.

## II. BASIC THEORY

Indonesian consumer behavioral tendency that adores fashion products abroad than the local products already not a secret anymore. Especially the branded fashion products that has always been the target visitors

and become a mainstay of shopping centers. Fashion products most widely used mock object like clothing, shoes, handbags, watches, leather products, and jewelry. The desire of consumers to obtain luxury branded products is the main reason the market for counterfeit brands of products to be highly developed. The reason why people buy luxury branded products can be a significant indicator for understanding the reasons that why they buy luxury counterfeit and branded products. (Aisyah, et al., 2014)<sup>[5]</sup>.

The product quality of counterfeit goods is increasing every year due to the technological progress, which makes the counterfeit goods have a competitive advantage compared to the original goods. Some products can even be tested before buying and this adds to the bravery of consumers to buy counterfeit goods. However, unlike the original goods, counterfeit goods are sold without any warranty, where it has a financial risk for consumers when making a purchase. Consumers faced by this kind of situation ethics would give reason to themselves that when they buy counterfeit goods, they are just a little bit of acting unethical and illegal act. That's why customers do not feel responsible from their behavior when purchasing a goods replicas (Trisdiarto, 2012).<sup>[6]</sup>

The process of purchasing decisions that are made consumers very varied, there are simple and some are complex. Kotler & Keller (2012)<sup>[7]</sup> Suggests that there are some in the purchase decision process, which is as follows:

1. The Needs

The beginning of the buying process is indentificating of birth of problems and needs. The needs can arise when the buyer feel the impulse of external or internal parties against him to be aware of the need itself. Internal impulse arise from within oneself, while external drive appears from the outside oneself as close relatives, family, friends etc. The needs have to be at a certain level, so greater the level, the more powerful it urge arises.

2. Finding Information

After the rise of their requirements the consumers will encouraged to seek and collect information of needs. Through the collection of information obtained from various sources, consumers can then learn about brands that compete along with the brand features of the companies concerned.

3. Alternate Evaluation

Once consumers receive a lot of information, consumers will learn the process that the information have until at the point of purchase decision-making. So consumers will determine the value of the product perceived which roughly more beneficial to consumers themselves.

4. Purchase Decision

A level where consumers decide to buy the product or service concerned. Surely these purchases based on the consideration of some of the points above. Meanwhile, after the consumer decides to purchase of a product or service, consumers will be tied to the brand of the product he bought.

5. Post-Purchase Behavior

After purchasing a product, consumers will have an assessment of satisfaction or dissatisfaction, this

will be a decisive factor action after purchase. If consumers are satisfied then consumer attitudes toward the product **becomes stronger and vice versa**.

III. RESEARCH RESULT

A. Descriptive Analysis

Descriptive analysis are used to describe the attitude of the 100 respondents toward the factors which determine consumer attitudes make a purchase casio replica watches . The results of descriptive analysis is found that the value factor consciousness interpretation has the largest percentage of 86%.

B. Factor Analysis

Factor analysis was used to identify the determinants of consumer attitudes to make a purchase to casio replica watches. So it will be found factors / new component. Processing factor analysis performed using software SPSS 20. Results of analysis factor in this study are the result of this study shows that there are five factors that are formed from the process of factor analysis. These factors are value consciousness, ethical perception, price, utility and social influence. The interpretation of the name of a factor depends on the factors with the highest loading factor. Factors that are formed can be used as a new variable replaces the original variables as seen from the highest factor loading. However, when testing the anti-image needs to be done six times retesting in because there are several factors that have a value below 0.5 MSA. The end result of the re-testing is as follows:

**ANTI IMAGE MATRIX(REPEAT TESTING 6)**

No.	Factor	MSA
1	<i>Utility</i>	0,697
2	<i>Risk perception</i>	0,547
3	<i>Social influence</i>	0,582
4	<i>Confusion</i>	0,587
5	<i>Ethical perception</i>	0,522
6	<i>Local interest</i>	0,590
7	<i>Process</i>	0,587
8	<i>Scarcity</i>	0,586
9	<i>Status Consumption</i>	0,635
10	<i>Value consciousness</i>	0,618
11	<i>Low Personal gratification</i>	0,585

As we can see, from the 17 factors used previously, there are six factors that the researchers decided to not use the excuse MSA has a value below 0.5. So in the end there are 11 factors to be investigated further, the utility, risk perception, social influence, the confusion, ethical perception, local interest, prices, scarcity, consumption status, value consciousness and low personal gratification.

**TOTAL VARIANCE EXPLAINED**

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.598	14.524	14.524	1.598	14.524	14.524
2	1.443	13.118	27.642	1.443	13.118	27.642
3	1.292	11.750	39.392	1.292	11.750	39.392
4	1.230	11.186	50.578	1.230	11.186	50.578
5	1.037	9.428	60.006	1.037	9.428	60.006
6	.942	8.563	68.570			
7	.824	7.495	76.065			
8	.777	7.059	83.124			
9	.707	6.424	89.549			
10	.659	5.991	95.540			
11	.491	4.460	100.000			

Extraction Method: Principal Component Analysis.

Based on the table 4.4 above we can see that the magnitude of the percentage of the total diversity that is able explained by the diversity of factors that are formed. In this table 4.4, there is also the value of each factor eigenvalues formed. To determine what factors are used, it can be seen from the large value of its eigenvalues. Components with eigenvalues > 1 is the component that will be used. From the table 4.4 also shows that there are four components or factors formed. Because the fifth component of eigenvalues resulting value is < 1 then it will not be used in calculating the number of factors formed.

**COMPONENT MATRIX**

No.	Factor	Component				
		1	2	3	4	5
1.	<i>Utility</i>	.267	-.187	-.182	.788	.068
2.	<i>Risk Perception</i>	.215	.540	.202	.084	.423
3.	<i>Social Influence</i>	-.349	-.080	-.383	.436	.525
4.	<i>Confusion</i>	.344	.512	-.188	-.234	.300
5.	<i>Ethical Perception</i>	.368	-.572	-.104	.006	.224
6.	<i>Local Interest</i>	.559	-.324	-.133	-.127	-.185
7.	<i>Price</i>	-.243	.007	.689	.242	.019
8.	<i>Scarcity</i>	.184	-.061	.653	.119	.224
9.	<i>Status Consumption</i>	.537	.215	.143	.426	-.440
10.	<i>Value Conscio usness</i>	.584	.275	-.093	-.076	.164
11.	<i>Low</i>	-.264	.538	-.279	.286	-.364

<i>Personal Gratification</i>					
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From the 11 initial variables that are input into the factor analysis, the base from the creation of five new factors. Then those factors are interpreted according to the variables that have the highest value with the factor loading (Supranto 2010: 326 in Hatammimi and Wulandari, 2014). [11] Here is the naming of the five factors formed:

**1. Value Consciousness**

Based on the values in Table 4.4.1, value consciousness has a value that is the highest percentage of variance 14 524% with eigenvalue equal to 1,598 and includes three items, namely local interest, status consumption and value consciousness. Where value consciousness as a surrogate variable for being able to represent the third item. Thus the dominant factor in the determinants of consumer attitudes towards replica Casio watches is local interest, status consumption, value consciousness.

**2. Ethical Perception**

Based on the values in Table 4.4, ethical perception values percentage of variance is high at 13.118% with eigenvalue equal to 1,443 and includes four items, risk perception, the confusion, ethical perception, low and personal gratification Where Ethical Perception Factor as a surrogate variable for being able to represent the fourth item. Thus ranking factor 2 of the determinants of consumer attitudes towards replica Casio watches are risk perception, the confusion, ethical perception, low and personal gratification.

**3. Price**

Based on the values in Table 4.4 Price has a value high enough percentage of variance that is 11,750% with eigenvalue equal to 1,292 and includes two items, namely price and scarcity. Where the price factor as a surrogate variable for being able to represent the two items. Thus the factor ranked 3rd in the determinants of consumer attitudes towards replica Casio watches is the price and scarcity.

**4. Utility**

Based on the values in Table 4.4 utility value percentage of variance that is not too high which is 11.186%. with eigenvalue equal to 1230 and includes only one item, ie utility. Where the Utility Factor as a surrogate variable for being able to represent the two items. Thus the factor ranked 4th in the determinants of consumer attitudes towards replica Casio watches is the utility factor.

**5. Social Influence**

Based on the values in Table 4.4 Social Influence value percentage of variance that does not record low of 9.428%. with eigenvalue equal to 1,037 and includes only one item, ie social influence. Where social influence Factor as a surrogate variable for being able to represent the two items.

**IV. DISCUSSION**

After the descriptive analysis from the 11 factors used in research of this utility, risk perceptions, social influence, confusion, ethical perceptions, cultural influence, local interests, habits, desire for exploration, product quality, price, scarcity, novelty seeking, lack of integrity, consumption

status, fashion consciousness, consciousness and low value personal gratification. Having a strong result in the percentage of 78%. So we can conclude that the people in the city have a strong attitude towards replica Casio watches.

This research results show that there are five new factors that are formed from the process of factor analysis. The fourth factor is the Value Consciousness, Ethical Perception, Price, Utility and Social Influence. The interpretation of the name is determined by variable factors that have the greatest factor loading of each variable. Factors that are formed can be used as a new variable replaces the original variables as seen from the highest factor loading.

Meanwhile the most dominant factor in determining a person's attitude to buy replica watches casio is value consciousness. Value consciousness itself consists of three factors, namely, local interest, status consumption, value consciousness and with an average percentage of 86%. So we can conclude that the value on the replica Casio watches, the desire to appear higher in social status environment and prioritize the interests of the local environment is the most dominant reason as determining the attitude of a person to buy replica watches casio.

## V. CONCLUSION

### 1. Consumer attitude towards replica Casio Watches

The attitude of the people in the city to the replica Casio watches have a strong level. After all for all factors that used in this research are combined and used to define how consumer attitudes toward goods replicas of all factors used in this study. Seen in the results that are outlined in the continuum of the overall determinants of consumer attitudes make a purchase replica watches casio.

The continuum line concluded that public attitudes in the city of Bandung on replica Casio watches have a strong level, with a score of 78%. So we can conclude that the population in the city of Bandung relatively satisfied with what they get from the replica Casio watches. Plus the state of the consumer environment is relatively conducive to doing the eating replica Casio watches.

### 2. Factors that determine a person to buy Casio replica watches.

Based on the results from the analysis there are five factors that deciding factor was formed in consumer attitude toward replica Casio watches. These factors are:

- a. Factor 1: Value Consciousness
- b. Factor 2: Ethical Perception
- c. Factor 3: Price
- d. Factor 4: Utility
- e. Factor 5: Social Influence

Formed of five factors in determining consumer attitudes toward replica Casio watches, the first is the value consciousness formed of local interest items, consumption status and value consciousness. And the second is the ethical perception which is formed of the item risk perception, the confusion, ethical and low perception of personal gratification. The third is formed from the item price and scarcity price. And the fourth is a utility that is formed only from the utility and the last item is a social influence is formed only of the items

social influence. What factors are most dominant in determining someone to buy Casio replica watches.

Based on the scores of respondents to the questions in item consciousness value generated, then the item value consciousness become the most dominant item in shaping the determinants of consumer attitudes towards buying replica Casio watches. With an average percentage score a strong 86%.

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