

## Consumers' Attitudes Toward Counterfeit Automotive Parts

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### Abstract

The main objective of this research is to track the consumers' behavioral intention toward counterfeit automotive parts especially the fast moving automotive parts. This objective was accomplished by employing Fishbeins' Multi-Attribute Model (introduced by Martin Fishbein in 1967) and Theory Reasoned Action (Fishbein and Ajzen, 1975). Using a non-probability sampling method, a purposive sampling method of 145 respondents was drawn. The research held especially in the unauthorized workshop or unauthorized automotive parts' store in Yogyakarta. Respondents were asked to fill the self-completion questionnaire that was design in *Five-Points Likert Scales*. The data collected were analyzed by using Factor analysis, Corrected Item-Total Correlation, linear regressions, and multiple regressions. The result shows us that Behavioral intention (BI) is significantly influenced by attitude toward counterfeit automotive parts ( $A_o$ ) and Behavioral intention (BI) is also significantly influenced by attitude toward the behavior of buying counterfeit automotive parts ( $A_b$ ). On contrary, Behavioral intention (BI) toward buying the counterfeit automotive parts is not significantly influenced by Subjective norm (SN).

**Keywords:** counterfeit, automotive parts, Multi-Attribute Model, Theory of Reasoned Action.

### INTRODUCTION

The spread of counterfeit goods has become global in recent years and the range of goods subject to infringement has increased significantly. According to the study of Counterfeiting Intelligence Bureau of the International Chamber of Commerce (ICC, 2008), counterfeit goods make up 5 to 7% of world trade, however, these figures cannot be substantiated or support by real data because it is in the grey area. Price is the first variable, because the effect of low price seems to become one of the reasons why the counterfeit goods remain in demand. Consumers purchase counterfeited goods because the price of counterfeited goods are different from the price of original ones, it is much cheaper than the original products (Ang et al., 2001; Prendergast et al., 2002; Phau et al., 2009; Chiu and Leng, 2015). Second, the demands for counterfeited goods are related to the performance of counterfeit products which is not very different from the original product. So we considered the difference of quality as the second variable and its good indicator to measure (Ting et al., 2016).

It's not easy to spot these and other fake parts, even for the experienced eye. Those who distribute counterfeit parts go to great lengths to fool you. The parts may be old parts that are cleaned up or parts that are manufactured to look like brand name parts. Even the packaging can look amazingly like the original, using the same colors, graphics and type fonts. Automotive counterfeiting is big business, where the total impact automotive parts counterfeiting have on the automotive industry is estimated to be \$16 billion per year in global business by automotive parts suppliers ([www.havocscope.com](http://www.havocscope.com), 2010). Similar with, automotive spare parts counterfeiting activities in Indonesia were started to become "big money" industry in year 2000.

### Problem Formulation

This research was inspired by the numerous vendor or workshop in the street that supply some counterfeit automotive parts. The issue remains as to why consumers keep on buying counterfeit automotive parts even though they are aware or not that these products are of lower

quality. So the question that will be addressed in this study is: how is the consumers' attitude and the consumers' behavioral intention toward counterfeit automotive parts?

### **Previous Research**

The previous research model was done by Indarto (2003) reveals the consumers' attitudes toward *Dagadu Djokdja* and its counterfeit in Jogjakarta. In that study, he tried to track the position of *Dagadu Djokdja* in consumers' mind, both the original and the counterfeit ones. He identified the attitude toward the object, the attitude toward purchase consequences, and the consumers' intention to buy the product. The study above becomes the basic reference for this study.

### **Counterfeiting**

The term 'counterfeiting' has been widely used. According to OECD in 1998 (OECD, 2008) counterfeiting is "manufacturing of a product which copies or imitates the physical appearance of an original product to mislead the consumers that this is the product of another". Trademark infringing goods, copyright infringements, copying of packaging, labeling and brand are part of counterfeiting. Generally, academic studies differentiate between two types of transactions involving fake products, which are deceptive and non-deceptive counterfeiting. The former represents situations in which consumers believe they have purchased a genuine product when in fact it is a fake. On the other hand, the non-deceptive counterfeits refer to situations when consumers are fully aware based on price, quality and the type of outlet from which the product is purchase (Grossman and Shapiro, 1988). For the study's purpose, there are several ways to classify 'counterfeit goods'. Chaudhry and Walsh (1996) classify counterfeit products based on the degree of infringement:

1. True Counterfeit Products means the product's both physical appearance and the brand are perfectly similar to the original one.
2. Look-alikes means the counterfeit goods in this classification copy the physical appearance of the original product, but the brand it uses is not the original.
3. Reproductions means reproductions are counterfeit products which only have some similarities with the original.
4. Unconvincingly Imitations means the counterfeit goods in this classification have a low quality as the imitation can be easily differentiated with the original

### **Consumer Buying Behavior**

Consumer buying behavior is the study of individuals, groups, or organizations, and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. This view of consumer behavior is broader than the traditional one, which focused more narrowly on the buyer and the immediate antecedents and consequences of the purchasing process. Broader view will lead us to examine more indirect influences on consumption decisions as well as far-reaching consequences that involve more than just the purchaser and the seller (Hawkins and Mothersbaugh, 2010). It can be found from many previous researches that the majority of companies' research consumer buying decisions is done in order to answer questions about what consumers buy, where they buy, how and how much they buy, when they buy, and why they buy (Kotler and Keller, 2009).

### **Consumers' attitude Theory**

Attitude is a function of beliefs where each belief suggests an evaluation. Therefore, a belief about a counterfeited branded product becomes an aspect of attitude toward the product. Similarly, since an intention to purchase a counterfeited branded product is affected by an evaluation or a judgment about the product, the intention to purchase the product also indicates an aspect of attitude toward the product. Thus, a consumer's beliefs about a counterfeited branded product are indicators of the consumer's attitude toward the product. The relationship between a consumer's attitude toward a counterfeited branded product and his or her beliefs about the product is a relationship of causality. This means that the existence of attitude is dependent upon the existence of beliefs. According to Daniel Katz as quoted by Assael (2001), there are four key functions of attitude:

1. Utilitarian function. It guides consumer in achieving desired benefits.
2. Value-expression function. It formed and served to express an individual's central values and self – concept.
3. Ego-defensive function. It means to defend consumers' egos and images against the threats and the shortcomings.
4. Knowledge function. Some attitudes serve as a means of primarily of organizing belief about objects or information such as brand and shopping. It could reduce the uncertainty and confusion.

### **Attitude Types of Concepts**

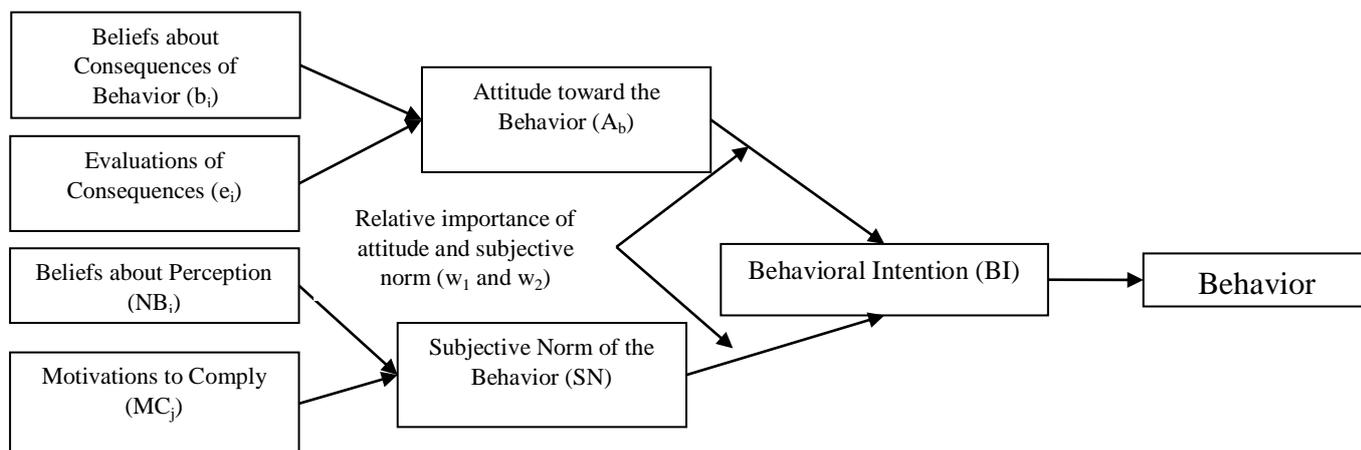
Attitudes are formed specifically toward some concept. Two broad types of concepts are objects and behavior (Schiffman and Kanuk, 2007). In this perspective, consumer can develop two kinds of attitude from a single object. The consumers can have the attitude toward the object and the attitude toward behavior concerning the object.

1. Attitude toward object ( $A_o$ ). Attitude toward object is function of evaluation of product-specific beliefs and evaluations toward various physical objects. The attitude-toward-object model is especially suitable for measuring attitudes toward a product (or service) category or specific brands.
2. Attitude toward behavior ( $A_b$ ). Attitude toward behavior is the attitude toward behaving or acting with respect to an object, rather than the attitude toward the object itself. The attitude-toward-behavior model is the individual's attitude toward behaving or acting with respect to an object rather than the attitude toward the object itself.

### **Theory of Reasoned Action**

This is the completion of Behavioral Intention Model introduced by Fishbein in 1967. The theory of reasoned action (TRA), developed by Martin Fishbein and Icek Ajzen, posits that individual behavior is driven by behavioral intentions. The theory received particular attention in the field of consumer behavior as it provides a simple tool to identify possibilities to change customers' behavior when using an innovation. This model is not the only model in marketing research to predict the consumers' choice. Yet, this model pictures the most sophisticated methods (Dharmmesta, 1992). This theory assumes that consumers consciously consider the consequences of the alternative behaviors under consideration and choose the one that leads to the most desirable consequences. This model suggests that consumers have their own freedom to choose and they are not dominated by their emotional aspect when making purchase decision (Dharmmesta, 1998). It is measure consumers' intentions to buy just before they make a purchase. Components of the model:

1. Behavior – specific actions directed at some target object. It always occurs in a situational context or environment and at a particular time.
2. Behavioral Intention – a proposition connecting self and future action.
3. Attitude toward the Behavior or Action – consumer's overall evaluation of performing the behavior
4. Subjective or Social Norm – reflects consumers' perceptions of what they think other people want them to do.



**Figure 1: The relationship of Components in Theory Reasoned Action (Dharmmesta, 1992)**

The Formula:

$$B \approx BI = w_1 A_b + w_2 SN$$

Where:

B = Specific behavior

BI = consumers' intention to engage in that behavior

$A_b$  = consumers' attitude toward engaging in that behavior

SN = subjective norm regarding whether other people want the consumer to engage in that behavior

$w_1$  &  $w_2$  = weights that reflect the relative influence of the  $A_b$  and SN components on BI

As the model shows that behavior and behavioral intention have relationship. The behavioral intention is the function of a whole evaluation of attitude toward behavior plus the belief about the references expectation of that kind of behavior that will be weighted with the motivation to obey those subjective norms. The behavioral intention itself will determine their behavior (Dharmmesta, 1992). Thus, the attitude toward performing the specific behavior ( $A_b$ ) is expressed as:

$$A_b = \sum_{i=1}^n b_i e_i$$

Where:

$A_b$  = attitude toward the object

$b_i$  = strength of the belief that the object has attribute  $i$

$e_i$  = the evaluation of the attribute  $i$

$n$  = the number of salient beliefs about the object

Although the structure of the component looks identical of the model for the attitude toward objects, the underlying concepts are quite different. The important change here is that beliefs and the evaluations are about the certain actions and the consequences of the action, rather than about the object. The model shows us the combination between the strength and the evaluation about belief in creating the attitude toward behavior (Dharmmesta, 1992). Next, the subjective norm component of the model (SN) is expressed as:

$$SN = \sum_{j=1}^m NB_j MC_j$$

Where:

SN = subjective or social norms

$NB_j$  = consumers' salient normative belief

$MC_j$  = consumers' motivation to comply

$m$  = the number of salient normative beliefs about behavior

The subjective norm component reflects the consumers' perception of what they think their references want them to do. This component is measured by rating the strength of the identified salient normative beliefs and the motivation to comply with the expectations of the referents. These referents can be anyone in a person's social life, such as family, friends, engineer in the workshop, neighbors, etc. This model also called expectancy value model (Dharmmesta, 1992).

The prediction power of this theory could be seen in causality way that describe the consumers' intention to behave toward such kind of product could be predicted from their intention to purchase. It is formed through a rational and well informed decision process. The theory gives us strong assumption of accurate estimation about specific consumers' choice. Besides, the most significant side of this model is as a prediction tool in a specific time. So, the behavioral predictions are considered by the intention itself (Dharmmesta, 1992).

The link between attitude and behavioral intentions has been extensively examined in the marketing literature. According to the Theory of Reasoned Action, attitude is positively correlated with behavioral intentions, which in turn is an antecedent of the real behavior (Ajzen and Fishbein, 1980). According to this theory, intentions to perform a behavior are likely to be influenced by individual and interpersonal level factors. The theory implies that influences a person receives from his/her reference group will be as important as his/her attitude toward an object in affecting the intentions toward it.

Intention is determined by two constructs: attitude and subjective norm. *Attitude* is the person's overall evaluation of what it would be like to perform a behavior (e.g., "Having a child at some time in the future would be *good/ bad*"); whereas *subjective norm* refers to the person's perceptions of social pressure to perform, or not to perform, the behavior (e.g., "Most people who are important to me think that I should have a child at some time in the future").

A controversial aspect of the TRA is the assumption that the TRA is a sufficient account of human social behavior; that is, that the model includes all of the proximal predictors of behavior (Ajzen & Fishbein, 1980). According to Ajzen and Fishbein, variables not specified by the TRA (i.e., extraneous variables) will not enhance the prediction of intention and behavior after the theory's predictors have been taken into account. Rather, extraneous variables can affect behavior in one of two ways. Either these variables affect the favorability of people's attitude or subjective norm in relation to a particular behavior, or they affect the relative weight attached to attitude versus subjective norm in forming the behavioral intention (Langridge, et.al, 2007).

Research on the TRA over the past 10 to 15 years has been dominated by what might be characterized as the *additional variables paradigm*. This paradigm challenges the sufficiency assumption of the TRA on the grounds that: (a) the level of prediction of intention and behavior provided by the TRA is far from perfect; and (b) the TRA overlooks important additional cognitive predictors of intention/behavior. Thus, researchers began to identify additional variables that could augment the predictive validity of the TRA. These additional predictors can be divided into three broad categories that are concerned with aspects of the three variables specified by the TRA; namely, components of intention and the intention-behavior relation, components of attitude, and components of subjective norm (Langridge, et.al, 2007).

### **Research Hypothesis**

The hypotheses that are developed in this research is basically measured three attitudinal constructs based on the Theory Reason Action's frame, where the modification only happen when this research add attitude toward object to the research variables. The hypotheses of this research are:

**Table 1: Research Hypothesis**

Hypothesis	Description
H <sub>1</sub>	Attitude toward counterfeit automotive parts (A <sub>o</sub> ) is simultaneously influenced by the strength of the consumers' belief that the object has attribute (b <sub>i</sub> ) and the consumers' evaluation of the counterfeit automotive parts attribute (e <sub>i</sub> ).
H <sub>2</sub>	Attitude toward behavior of buying counterfeit automotive parts (A <sub>b</sub> ) is simultaneously influenced by the consumers' belief about consequences of behavior (b <sub>i</sub> ) and the consumers' evaluation of the consequences (e <sub>i</sub> ).
H <sub>3</sub>	Subjective norm (SN) of the behavior toward counterfeit automotive parts is simultaneously influenced by the consumers' normative believe toward referents (NB <sub>i</sub> ) and the consumers' motivation to comply (MC <sub>i</sub> ).
H <sub>4</sub>	Behavioral intention (BI) toward buying the counterfeit automotive parts is not significantly influenced by attitude toward the behavior of buying counterfeit automotive parts (A <sub>b</sub> ).
H <sub>5</sub>	Behavioral intention (BI) toward buying the counterfeit automotive parts is not significantly influenced by subjective norm (SN) of the behavior toward counterfeit automotive parts.

## METHODS

### Research Design

This research is *causal study*. Researcher was distributed the questionnaire *purposively* to the participants who have vehicle that are experienced and inexperienced with the counterfeit automotive parts' products. In order to get deeper insight, this research was employed especially in the unauthorized workshop or unauthorized automotive parts' store. This research held in Yogyakarta.

### Sampling Method

Sample is part of population that that their characteristics could represent whole population. The methods use is *Purposive Sampling* which is non-probability sampling method that occurs when researcher selects sample members to conform to some criterion for data collection (Cooper and Schindler, 2008). In purposive sampling, we put sample with a *purpose* in mind. We usually would have one or more specific predefined groups we are seeking. Since the research employs non-probability sampling, there is no formula to determine the sample size. The samples taken were varied from 21 to 200 (East, 1997 in Dharmmesta, 1998). So, based on the explanation before, the amount of samples taken in this research were 145. This number is considered good enough to provide the best result.

### Data Collection Method

Primary data are data the researcher collects to address the specific problems at hand – the research question. They are sought for their proximity to the truth and control over error (Cooper and Schindler, 2008). This research basically measured three attitudinal constructs based on the Theory Reason Action's frame, where the modification only happen when this research added the attitude toward object to the research variables.

### Research Instrument

The questionnaire was built from unstructured survey that was done to 30 respondents. This preliminary survey was done in VW's workshop in Maguwoharjo, Yogyakarta and motor cycle's workshop in Kaliurang Street, Yogyakarta. The survey talks about counterfeit automotive parts which in this research are fast moving parts.

### Research Variables

Fast moving automotive parts are chosen because they are the most automotive parts that are being counterfeited and worth billions dollars worldwide. The fast moving automotive parts as explained before are oil, spark plug, and air filters, or evens the brake pads, shock absorbers, wheel covers, batteries, etc.

1. Attitude toward counterfeit automotive parts  
Attitude toward object relate to the consumers' attitude toward various physical and social objects, such as quality, concepts/design, price, etc, as well as aspects of marketing strategy. This variable will be measured using *Five-Points Likert Scales*.
2. Attitude toward behavior variables  
Attitude toward behavior indicates the consumers' attitude toward the act, action, or their behavior including their past actions and their future actions. They might feel confidence; get used to it; giving them some space to plan their live budget, etc. This variable will be measured using *Five-Points Likert Scales*.
3. Subjective norm variables  
Subjective norm reflects the consumers' perception of what other people want them to do. This could come from the social acceptance, the ads they see or hear, their parents, girl/boyfriend or spouse; friends or neighbor; family, and from the mechanic or the spare parts seller. This variable will be measured using *Five-Points Likert Scales*.
4. Behavioral intention variables  
Behavioral intention is connecting the consumers' intention and their future action. This variable will be measured using *Five-Points Likert Scales*.

The first three are belief based measures and the fourth is direct measures. Attitude toward object is measured using belief and evaluation toward product attribute. Attitude toward behavior is measured using belief and evaluation toward behavior consequences. Subjective norm is measured using normative believe and motivation to comply. Being a direct measure, behavioral intentions only need one item. Therefore, this variable cannot produce its alpha since it needs at least two items to compute an alpha value. The definition attitude requires a measurement procedure whereby a person assigns some concept to a position on a bipolar evaluative dimension (Fishbein and Ajzen, 1975). However there are some scales that appear to be related to the evaluative dimension under most circumstances. Usually, the researchers more emphasize to the questionnaire with the attitude scale (Dharmmesta, 1998).

### **Goodness of Measures**

Reliability is done to confirm the internal consistency of all measured items in the questionnaire. Validity is often assessed along with reliability, the extent to which a measurement gives consistent results. It should be easy and efficient to use. Some of major criteria for evaluating a measurement tool (Cooper and Schindler, 2008):

1. Validity Test  
To check whether the item is measuring what it is supposed to measure, the researcher refers to the Corrected Item-Total Correlation. If the *corrected item-total correlation* is  $\geq 0.361$  (Product Moment Correlation Table (r) at  $\alpha = 5\%$ )
2. Validity Test Analyses  
By comparing corrected item-total correlation value, we could conclude that the items in the questionnaire are valid because they are bigger than *corrected item-total correlation* ( $\geq 0.361$ ) from the Product Moment Correlation Table (r) at  $\alpha = 5\%$ . In behavioral intention variables item, there is only one item of questionnaire, so the behavioral intention variables questionnaire was stated as valid.
3. Reliability  
To check whether the items are measuring or not, the same underlying construct is by referring at the Cronbach's alpha coefficient scale where the commonly accepted alpha is  $\geq 0.6$  (data is reliable).

**Table 2: Reliability test result**

Variables		Reliability Statistics		N of Items	Status
		Cronbach's Alpha	Critical Value		
Attitude toward counterfeit automotive parts	Strength of the consumers' belief that the object has attribute ( $b_i$ )	0,886	0.6	9	Reliable
	Consumers' evaluation of the counterfeit automotive parts attribute ( $e_i$ )	0,834	0.6	9	Reliable
Attitude toward behavior variables	Consumers' belief about consequences of buying behavior ( $b_i$ )	0,838	0.6	7	Reliable
	Consumers' evaluation of the consequences ( $e_i$ )	0,839	0.6	7	Reliable
Subjective norm variables	Consumers' normative believe toward referents ( $NB_j$ )	0,858	0.6	7	Reliable
	Consumers' motivation to comply ( $MC_j$ )	0,850	0.6	7	Reliable

### Hypotheses Testing

After the data collected, it was processed to compute all the data gathered from the questionnaires with linier regression analysis. It is used to measure the significance of attitude toward behavior of buying counterfeit automotive parts ( $A_b$ ) and subjective norm (SN) of the behavior toward counterfeit automotive parts on behavioral intention (BI) as partially. The hypotheses that will be tested are:

1. Behavioral intention (BI) toward buying the counterfeit automotive parts is significantly influenced by attitude toward the behavior of buying counterfeit automotive parts ( $A_b$ ).
2. Behavioral intention (BI) toward buying the counterfeit automotive parts is significantly influenced by subjective norm (SN) of the behavior toward counterfeit automotive parts.

Other hypothesis testing was all processing data gathered with multiple regression analysis. The multiple regression analysis is used to measure the significance of belief ( $b_i$ ) and evaluation ( $e_i$ ) on attitude ( $A_b$ ); belief about perception ( $NB_j$ ) and motivations to comply ( $MC_j$ ) on subjective norm (SN); and attitude ( $A_b$ ) and subjective norm (SN) on behavioral intention (BI) simultaneously. If the hypothesis holds, then the F statistic should be significant (significance values are low, lower than the critical values). The hypotheses in this research that will be tested using multiple regressions:

1. Attitude toward counterfeit automotive parts ( $A_o$ ) is simultaneously influenced by the strength of the consumers' belief that the object has attribute ( $b_i$ ) and the consumers' evaluation of the counterfeit automotive parts attribute ( $e_i$ ).
2. Attitude toward behavior of buying counterfeit automotive parts ( $A_b$ ) is simultaneously influenced by the consumers' belief about consequences of behavior ( $b_i$ ) and the consumers' evaluation of the consequences ( $e_i$ ).
3. Subjective norm (SN) of the behavior toward counterfeit automotive parts is simultaneously influenced by the consumers' normative believe toward referents ( $NB_j$ ) and the consumers' motivation to comply ( $MC_j$ ).

## RESULTS

### Descriptive of Respondents

This analysis was employed to give us broader understanding of the data collected. In descriptive analysis, respondent characteristic was analyzed, including sex, age, education, job, and expenditure per month.

#### 1. Respondent based on Sex

Around 61.4 percents or 89 respondents were dominated by man, while woman only have 38.4 percents or 56 respondents.

#### 2. Respondent based on Age

From the table shown below, we could see that most dominated age in this research are 21 – 30 years old where the frequencies reach 69 respondents or 47.6 percents of total respondents.

#### 3. Respondent based on Education

Low level of education dominated the research data. From 141 respondents, around 62.8 percents or 91 respondents are in this level. Meanwhile, 50 respondents or 34.5 percents comes from high level education.

#### 4. Respondent based on Job

Around 55.2 percents (80 respondents) from 145 respondents are student. Also, company employee get 40 respondents (27.6 percents), and civil servant with 12 respondents (8.3 percents).

#### 5. Respondent based on Expenditure per month

This data was dominated by 'less than Rp. 2.500.000' categories with 115 respondents or 79.3 percents.

### Descriptive Statistics of Attitude Toward Counterfeit Automotive Parts

#### 1. Strength of the consumers' belief that the object has attribute (b<sub>i</sub>)

Respondents' appraisal average value toward strength of the consumers' belief that the object has attribute (b<sub>i</sub>) items is 3.68 points and considered as good. Highest value was achieved in price with 3.88 points of average (good), while the lowest value was achieved in color and appearance with 3.31 points average (good enough). It means, that totality the respondents stated that all of the items toward strength of the consumers' belief that the object has attribute (b<sub>i</sub>) were considered understandable (good).

#### 2. Consumers' evaluation of the counterfeit automotive parts attributes (e<sub>i</sub>)

Respondents' appraisal average value toward consumers' evaluation of the counterfeit automotive parts attributes (e<sub>i</sub>) items is 3.31 points and considered as good enough. Highest value was achieved in perishable's item with 4.08 points of average (good), while the lowest value was achieved in price's item with 2.61 points average (good enough). It means that totality the respondents stated that all of the items toward consumers' evaluation of the counterfeit automotive parts attributes (e<sub>i</sub>) items were considered understandable enough (good enough).

#### 3. Descriptive statistics for the Attitude toward Counterfeit automotive parts:

By using the equation:

$$A_o = \sum_{i=1}^n b_i e_i$$

We could determine the salient beliefs' predictors for the attitude toward counterfeit automotive parts.

**Table 3: Descriptive statistics for the Attitude toward Counterfeit automotive parts**

Items	Mean	Mean	e <sub>i</sub> b <sub>i</sub>
	e <sub>i</sub>	B <sub>i</sub>	
Price	2.61	3.88	10.13
Price Range	2.88	3.71	10.68

Color and Appearance	2.83	3.31	9.37
Range of Quality	2.91	3.83	11.14
Availability	3.10	3.87	11.99
Quality	3.88	3.77	14.63
Product Guarantee	3.90	3.72	14.51
Imprecise Standard	3.62	3.39	12.27
Perishable	4.08	3.65	14.89
Average	3.31	3.68	12.18
$\sum e_i.b_i$			109.61

We could predict the salient beliefs' predictors from the table above. It shows the conclusions that:

- Perishable' become the most important predictor for respondents to perform their attitude toward counterfeit automotive parts. Among other salient beliefs, 'perishable' has 14.89 points of attitude toward counterfeit automotive parts.
- The next salient beliefs that also have high points of attitude toward counterfeit automotive parts compare to the average points of attitude with 12.18 points are quality (14.63 points), availability of product guarantee (14.51 points), and imprecise standard (12.27 points).
- Color and appearance salient belief has the lowest points of attitude with 9.37 points of attitude toward counterfeit automotive parts.

### **Descriptive Statistics of Attitude toward behavior of buying counterfeit automotive parts**

- Consumers' belief about consequences of buying behavior ( $b_i$ )  
 Respondents' appraisal average value toward consumers' belief about consequences of buying behavior ( $b_i$ ) items is 3.13 points and considered as good enough. Highest value was achieved in uncomfortable item with 3.54 points of average (good), while the lowest value was achieved in confidence's item with 2.39 points average (good enough). Since it was not good, means this item is not well accepted or not well interpreted by the respondents. Perhaps by modifying the question, this will fix the average points gathered. Totality, the respondents stated that all of the items toward consumers' belief about consequences of buying behavior ( $b_i$ ) items were considered understandable enough (good enough).
- Consumers' evaluation of the consequences ( $e_i$ )  
 Respondents' appraisal average value toward consumers' evaluation of the consequences ( $e_i$ ) items is 3.88 points and considered as good enough. Highest value was achieved in threatened life-safety's item with 4.30 points of average (very good), while the lowest value was achieved in efficient-way's item with 3.34 points average (good enough). It means that totality the respondents stated that all of the items toward consumers' evaluation of the consequences ( $e_i$ ) items were considered understandable (good).
- Descriptive statistics for the Attitude toward behavior of buying Counterfeit automotive parts:

By using the equation:

$$Ab = \sum_{i=1}^n b_i e_i$$

We could determine the salient beliefs' predictors for the attitude toward counterfeit automotive parts.

**Table 4: Descriptive statistics for the Attitude toward buying behavior counterfeit automotive parts**

Items	Mean ei	Mean Bi	Eibi
Extra Cost	4.01	3.21	12.87
Confidence	3.66	2.39	8.75
Uncomfortable	4.08	3.54	14.44
Efficient Way	3.34	3.42	11.42
Vehicle Performs Badly	4.17	3.26	13.59
Threatened Life-Safety	4.30	3.31	14.23
Accustomed	3.63	2.79	10.13
Average	3.88	3.13	12.15
$\sum ei.bi$			85.43

We could predict the salient beliefs' predictors from the table above. It shows the conclusions that:

- 'Uncomfortable' become the most important predictor for respondents to perform their attitude toward behavior of buying counterfeit automotive parts. Among other salient beliefs, 'uncomfortable' has 14.44 points of attitude toward counterfeit automotive parts.
- The next salient beliefs that also have high points of attitude toward counterfeit automotive parts compare to the average points of attitude with 12.15 points are threatened life-safety (14.23 points), vehicle perform badly (14.51 points), and extra cost (12.87 points).
- 'Confidence' salient belief has the lowest points of attitude with 8.75 points of attitude toward counterfeit automotive parts.

### Descriptive Statistics of Subjective norm

- Consumers' normative believe toward referents (NB<sub>j</sub>)  
 Respondents' appraisal average value toward consumers' normative believe toward referents (NB<sub>j</sub>) items is 3.27 points and considered as good enough. Highest value was achieved in mechanic's item with 3.58 points of average (good), while the lowest value was achieved in spouse/close-friends' item with 3.01 points average (good enough). It means that totality the respondents stated that all of the items toward consumers' normative believe toward referents (NB<sub>j</sub>) items was considered understandable enough (good enough).
- Consumers' motivation to comply (MC<sub>j</sub>)  
 Respondents' appraisal average value toward consumers' motivation to comply (MC<sub>j</sub>) items is 3.14 points and considered as good enough. Highest value was achieved in mechanic's item with 3.48 points of average (good), while the lowest value was achieved in spouse/close-friends' item with 2.85 points average (good enough). It means that totality the respondents stated that all of the items toward consumers' motivation to comply (MC<sub>j</sub>) items were considered understandable enough (good enough).
- Descriptive statistics for the Subjective norms toward behavior of buying Counterfeit automotive parts:  
 By using the equation:

$$SN = \sum_{i=1}^n NB_j MC_j$$

We could determine the salient beliefs' predictors for the subjective norms toward counterfeit automotive parts.

**Table 5: Descriptive statistics for the Subjective Norms toward counterfeit automotive parts**

Items	Mean	Mean	NB <sub>j</sub> MC <sub>j</sub>
	NB <sub>j</sub>	MC <sub>j</sub>	
Spouse/Close Friend	3.01	2.85	8.58
Parent	3.10	2.94	9.11
Relatives	3.41	3.20	10.91
Friends	3.52	3.33	11.72
Neighbor	3.06	2.93	8.96
Seller	3.25	3.28	10.66
Mechanic	3.58	3.48	12.46
Average	3.27	3.14	10.27
$\sum NB_j \cdot MC_j$			72.4

We could predict the salient beliefs' predictors from the table above. It shows the conclusions that:

- 'Mechanic' becomes the most important predictor for respondents in subjective norm toward counterfeit automotive parts. Among other salient beliefs, 'mechanic' has 12.46 points of subjective norm toward counterfeit automotive parts.
- The next salient beliefs that also have high points of subjective norm toward counterfeit automotive parts compare to the average points of attitude with 10.27 oints are friends (11.72 points), relatives (10.91 points), and seller (10.66 points).
- 'Spouse/close friend' salient belief has the lowest points of attitude with 8.58 points of subjective norm toward counterfeit automotive parts.

### Descriptive Statistics of Behavioral Intention

The respondents interpreted the question in behavioral intention to buy or to use counterfeit automotive parts in a good way. We could see from the table below. Intention to buy made 3.50 points average and it is considered understandable (good). Around 34.5 percents of the respondents stated that they are disagree performing behavioral intention toward buying or using counterfeit automotive parts.

**Table 6: Behavioral Intention (BI)**

Items	Frequencies						Mean	Appraisal Categories
	SD	Dis.	N	A	SA	Total		
Intention to buy	25	50	45	23	2	145	3.50	good

### Data Analysis

#### 1. Linear Regression Analysis

In this case, the independent variables (X) were attitude and subjective norm. Dependent variable (Y) was behavior intention. The result obtained from linear regressions for each relationship is as follow:

##### a. First Linear Regression Analysis

The first linear regression analysis is to test the consumers' Behavioral intention (BI) toward buying the counterfeit automotive parts that is significantly influenced by attitude toward the behavior of buying counterfeit automotive parts (A<sub>b</sub>). Correlation between behavior intention (BI) variable with attitude toward behavior variable are positive in 0.141 points. This number shows us that that both variables did not have close relationship. Positive direction shows us that higher the attitude causes higher the behavior intention. The result of regression test shows that coefficient of independent variables are positive. Thus, this means that the independent variables attitude have a

positive effect on behavior intention. If attitude variable is increased by one unit, the behavior intention variable will rise by 0.50 units.

**Table 7: Linear Regression Estimation**

Dependent variable	: BI (behavior intention)				
R <sup>2</sup>	: 0.020				
Adjusted R <sup>2</sup>	: 0.013				
F	: 2.917				
Sig. F	: 0.90				
Pearson Correlation	Independent Variable	Beta	t	Sig.	VIF
	(constant)	2.895	7.922	.000	
0.141	AtB	.050	1.708	.090	1.000

The R<sup>2</sup> for regression result between attitude and behavior intention is 0.02, those values indicating that 2 percents of the variance in behavior can be explained partially by attitude. The result of the calculation shows that the t-statistic value of attitude is 1.708. The t-table value with degree of freedom of 143 is 1.977. If it compare to the t-statistic values, its values is bigger than t-statistic value (1.708 < 1.977). The comparison indicates that all H<sub>a</sub> on hypothesis is accepted. Thus, the behavior intention is not significantly influenced by subjective norms partially.

The equation would be:

$$Y = 2.895 + .050 (AtB) \\ (1.708)$$

$$R^2 = 0.20$$

b. Second Linear Regression Analysis

The second linear regression analysis is to test the consumers' Behavioral intention (BI) toward buying the counterfeit automotive parts is significantly influenced by subjective norm (SN) of the behavior toward counterfeit automotive parts. Correlation between behavior intention (BI) variable with subjective norm variable are negative in 0.096 points. This number shows us that that both variables did not have close relationship due to small points of correlation. Negative direction shows us that higher the subjective norm causes smaller the behavior intention. The result of regression test shows that coefficient of independent variable is negative. Thus, this means that the independent variable subjective norm have a negative effect on behavior intention. If attitude variable is increased by one unit, the behavior intention variable will be reduced by 0.024 units.

**Table 8: Linear Regression Estimation**

Dependent variable	: BI (behavior intention)				
R <sup>2</sup>	: 0.009				
Adjusted R <sup>2</sup>	: 0.002				
F	: 1.317				
Sig. F	: 0.253				
Pearson Correlation	Independent Variable	Beta	t	Sig.	VIF
	(constant)	3.764	15.588	.000	
-0.096	SN	-.024	-1.147	.253	1.000

The R<sup>2</sup> for regression result between subjective norm and behavior intention is 0.009. Those values indicate that 0.9 percents of the variance in behavior can be explained partially by subjective norm. The result of the calculation shows that the t-statistic value of subjective norm is -1.147. The t-table value with degree of freedom of 143 is 1.977. If it compare to the t-statistic values, its values is bigger than t-statistic

value (-1.147 < 1.977). The comparison indicates that all  $H_a$  on hypothesis is accepted. Thus, the behavior intention is not significantly influenced by subjective norms partially.

The equation would be:

$$Y = 3.764 - .024 (SN) \\ (-1.147)$$

$$R^2 = 0.09$$

## 2. Multiple Regression Analysis

The multiple regression analysis is used to measure the significance of belief ( $b_i$ ) and evaluation ( $e_i$ ) on attitude ( $A_b$ ); belief about perception ( $NB_j$ ) and motivations to comply ( $MC_j$ ) on subjective norm (SN); and attitude ( $A_b$ ) and subjective norm (SN) on behavioral intention (BI) simultaneously.

### a. First Multiple Regression Analysis

The first multiple regression analysis is to test the consumers' Attitude toward counterfeit automotive parts ( $A_o$ ) is simultaneously influenced by the strength of the consumers' belief that the object has attribute ( $b_i$ ) and the consumers' evaluation of the counterfeit automotive parts attribute ( $e_i$ ).

**Table 9: Multiple Regression Estimation**

Dependent variable	: Attitude toward counterfeit automotive parts ( $A_o$ )			
$R^2$	: .983			
F	: 4.110E3			
Sig. F	: .000			
Independent Variable	Beta	t	Sig.	VIF
(constant)	-12.555	-45.339	.000	
consumers' belief that the object has attribute ( $b_i$ )	3.390	58.531	.000	1.004
consumers' evaluation of the counterfeit automotive parts attribute ( $e_i$ )	3.710	65.467	.000	1.004

The results of regression test shows that all coefficients of independent variables are positive. Thus, on each regression equation (belief and evaluation on regression) have a positive effect on its dependent variable. This means that if the independent variable is increased by one unit, the dependent variable will rise by the value of regression coefficient of independent variable time one unit. If belief variable is increased by one unit, the attitude variable will rise by the 3.390 units. A one-unit rise in the evaluation variables leads to a 3.710 units increase in the variable attitude.

The  $R^2$  for the regression result between belief and evaluation on attitude is 0.983. That value indicates that 98.3 percents of the variance in attitude can be explained simultaneously by belief and evaluation. The result of the calculation shows that the t-statistic value of consumers' belief that the object has attribute ( $b_i$ ) and the consumers' evaluation of the counterfeit automotive parts attribute ( $e_i$ ) are 58.531 and 65.467. The t-table value with degree of freedom of 142 is 1.977. If it compare to the t-statistic values, its values less than t-statistic value (> 1.977). The comparison indicates that all  $H_0$  on hypothesis is rejected. Thus, consumers' attitude toward counterfeit automotive parts ( $A_o$ ) is simultaneously influenced by the strength of the consumers' belief that the object has attribute ( $b_i$ ) and the consumers' evaluation of the counterfeit automotive parts attribute ( $e_i$ ). The regression result of belief and evaluation on attitude toward object ( $A_o$ ) is used to measure respondents' attitude toward counterfeit automotive parts. The equation is as follow:

$$Y = -12.555 + 3.390 (b_i) + 3.710 (e_i)$$

It is important to figure out the maximum score of respondents' belief and evaluation in order to have a comparison value for current attitude score. The maximum attitude score for belief and evaluation is obtained if all respondents give their answer on strongly agree or having maximum score (depend on those statement

favorable or unfavorable because the score were reversed in several statement). Thus, the maximum score for each variable; belief 5 points and evaluation 5 points:

$$Y = -12.555 + 3.390 (b_i) + 3.710 (e_i)$$

$$Y = -12.555 + 3.390 (5) + 3.710 (5)$$

$$Y = 22.945$$

This result becomes the attitude toward counterfeit automotive parts ( $A_o$  max).

b. Second Multiple Regression Analysis

The second multiple regression analysis is to test the consumers' Attitude toward behavior of buying counterfeit automotive parts ( $A_b$ ) is simultaneously influenced by the consumers' belief about consequences of behavior ( $b_i$ ) and the consumers' evaluation of the consequences ( $e_i$ ).

**Table 10: Multiple Regression Estimation**

Dependent variable	: Attitude toward behavior of buying counterfeit automotive parts ( $A_b$ )			
Adjusted $R^2$	: .990			
F	: 7.174E3			
Sig. F	: .000			
Independent Variable	Beta	t	Sig.	VIF
(constant)	-12.363	-56.011	.000	
consumers' belief about consequences of behavior ( $b_i$ )	4.107	92.005	.000	1.028
consumers' evaluation of the consequences ( $e_i$ )	3.014	60.394	.000	1.028

The results of regression test shows that all coefficients of independent variables are positive. Thus, on each regression equation (belief and evaluation on regression) have a positive effect on its dependent variable. This means that if the independent variable is increased by one unit, the dependent variable will rise by the value of regression coefficient of independent variable time one unit. If belief variable is increased by one unit, the attitude variable will rise by the 4.107 units. A one-unit rise in the evaluation variables leads to a 3.014 units increase in the variable attitude.

The  $R^2$  for the regression result between belief and evaluation on attitude is 0.990. That value indicates that 99.0 percents of the variance in attitude can be explained simultaneously by belief and evaluation. The result of the calculation shows that the t-statistic value of consumers' belief about consequences of behavior ( $b_i$ ) and the consumers' evaluation of the consequences ( $e_i$ ) are 92.005 and 60.394. The t-table value with degree of freedom of 142 is 1.977. If it compare to the t-statistic values, its values less than t-statistic value ( $> 1.977$ ). The comparison indicates that all  $H_0$  on hypothesis is rejected. Thus, consumers' attitude toward behavior of buying counterfeit automotive parts ( $A_b$ ) is simultaneously influenced by the consumers' belief about consequences of behavior ( $b_i$ ) and the consumers' evaluation of the consequences ( $e_i$ ). The regression result of belief and evaluation on attitude toward object ( $A_o$ ) is used to measure respondents' attitude toward behavior of buying counterfeit automotive parts. The equation is as follow:

$$Y = -12.363 + 4.107 (b_i) + 3.014 (e_i)$$

It is important to figure out the maximum score of respondents' belief and evaluation in order to have a comparison value for current attitude score. The maximum attitude score for belief and evaluation is obtained if all respondents give their answer on strongly agree or having maximum score (depend on those statement favorable or unfavorable because the score were reversed in several statement).

Thus, the maximum score for each variable; belief 5 points and evaluation 5 points:

$$Y = -12.363 + 4.107 (b_i) + 3.014 (e_i)$$

$$Y = -12.363 + 4.107 (5) + 3.014 (5)$$

$$Y = 23.692$$

This result becomes the attitude toward counterfeit automotive parts ( $A_b$  max).

c. Third Multiple Regression Analysis

The third multiple regression analysis is to test the consumers' Subjective norm (SN) of the behavior toward counterfeit automotive parts is simultaneously influenced by the consumers' normative believe toward referents ( $NB_j$ ) and the consumers' motivation to comply ( $MC_j$ ).

**Table 11: Multiple Regression Estimation**

Dependent variable : Subjective norm (SN)  
 Adjusted  $R^2$  : .963  
 F : 1.873E3  
 Sig. F : .000

Independent Variable	Beta	t	Sig.	VIF
(constant)	-9.002	-27.105	.000	
consumers' normative believe toward referents ( $NB_j$ )	2.654	18.811	.000	2.141
consumers' motivation to comply ( $MC_j$ )	3.477	26.076	.000	2.141

The results of regression test shows that all coefficients of independent variables are positive. Thus, on each regression equation (normative belief and motivation to comply on regression) have a positive effect on its dependent variable. This means that if the independent variable is increased by one unit, the dependent variable will rise by the value of regression coefficient of independent variable time one unit. If normative belief variable is increased by one unit, the subjective norm variable will rise by the 2.654 units. A one-unit rise in the motivation to comply variable leads to a 3.477 units increase in the variable subjective norm.

The  $R^2$  for the regression result between belief and evaluation on attitude is 0.963. That value indicates that 96.3 percents of the variance in subjective norm can be explained simultaneously by normative belief and motivation to comply. The result of the calculation shows that the t-statistic value of consumers' Subjective norm (SN) of the behavior toward counterfeit automotive parts is simultaneously influenced by the consumers' normative believe toward referents ( $NB_j$ ) and the consumers' motivation to comply ( $MC_j$ ) are 18.811 and 26.076. The t-table value with degree of freedom of 142 is 1.977. If it compare to the t-statistic values, its values less than t-statistic value ( $> 1.977$ ). The comparison indicates that all  $H_0$  on hypothesis is rejected. Thus, consumers' Subjective norm (SN) of the behavior toward counterfeit automotive parts is simultaneously influenced by the consumers' normative believe toward referents ( $NB_j$ ) and the consumers' motivation to comply ( $MC_j$ ). The regression result of normative belief and motivation to comply on subjective norm (SN) is used to measure respondents' subjective norm toward counterfeit automotive parts. The equation is as follow:

$$Y = -9.002 + 2.654 (NB_j) + 3.477 (MC_j)$$

It is important to figure out the maximum score of respondents' normative belief and motivation to comply in order to have a comparison value for current subjective norm score. The maximum subjective norm score for normative belief and motivation to comply is obtained if all respondents give their answer on strongly agree or having maximum score. Thus, the maximum score for each variable; normative belief 5 points and motivation to comply 5 points:

$$Y = -9.002 + 2.654 (NB_j) + 3.477 (MC_j)$$

$$Y = -9.002 + 2.654 (5) + 3.477 (5)$$

$$Y = 21.653$$

This result becomes the attitude toward counterfeit automotive parts (SN max).

## CONCLUSIONS

The result shows us that Behavioral intention (BI) is significantly influenced by attitude toward counterfeit automotive parts ( $A_o$ ) and Behavioral intention (BI) is also significantly influenced by attitude toward the behavior of buying counterfeit automotive parts ( $A_b$ ). On contrary, Behavioral intention (BI) toward buying the counterfeit automotive parts is not significantly influenced by Subjective norm (SN). Based on the results' findings before, it could be concluded that the whole hypotheses that has been proposed is accepted:

1. To answer the first question in the problem formulation, the first 3 hypotheses are conducted where this research applied multiple regression technique:
  - a. Attitude toward counterfeit automotive parts ( $A_o$ ) is simultaneously influenced by the strength of the consumers' belief that the object has attribute ( $b_i$ ) and the consumers' evaluation of the counterfeit automotive parts attribute ( $e_i$ ). The  $R^2$  for the regression result between belief and evaluation on attitude is 0.983. That value indicates that 98.3 percents of the variance in attitude can be explained simultaneously by belief and evaluation.
  - b. Attitude toward behavior of buying counterfeit automotive parts ( $A_b$ ) is simultaneously influenced by the consumers' belief about consequences of behavior ( $b_i$ ) and the consumers' evaluation of the consequences ( $e_i$ ). The  $R^2$  for the regression result between belief and evaluation on attitude is 0.990. That value indicates that 99.0 percents of the variance in attitude can be explained simultaneously by belief and evaluation.
  - c. Subjective norm (SN) of the behavior toward counterfeit automotive parts is simultaneously influenced by the consumers' normative believe toward referents ( $NB_i$ ) and the consumers' motivation to comply ( $MC_i$ ). The  $R^2$  for the regression result between belief and evaluation on attitude is 0.963. That value indicates that 96.3 percents of the variance in subjective norm can be explained simultaneously by normative belief and motivation to comply.
2. To answer the second question in the problem formulation, the 4<sup>th</sup> and 5<sup>th</sup> are conducted where this research applied multiple regression technique:
  - a. Behavioral intention (BI) toward buying the counterfeit automotive parts is not significantly influenced by attitude toward the behavior of buying counterfeit automotive parts ( $A_b$ ). The  $R^2$  for regression result between attitude and behavior intention is 0.020, those values indicating that 2 percents of the variance in behavior can be explained partially by attitude.
  - b. Behavioral intention (BI) toward buying the counterfeit automotive parts is not significantly influenced by subjective norm (SN) of the behavior toward counterfeit automotive parts. The  $R^2$  for regression result between subjective norm and behavior intention is 0.009. Those values indicate that 0.9 percents of the variance in behavior can be explained partially by subjective norm.

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