

THE INFLUENCE OF GROUP CONFORMITY, CONSUMER ATTITUDE AND LIFESTYLE ON THE PURCHASE DECISION COUNTERFEIT FASHION PRODUCTS

PENGARUH KESESUAIAN KELOMPOK, SIKAP KONSUMEN DAN GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN PRODUK FASHION PALSU

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ABSTRACT

This study was conducted to determine the effect of attitude, lifestyle and group conformity to the decision buying fashion products imitation. The hypothesis in this study is whether there is a significant influence of the dimensions of attitude (cognitive, affective, conative), dimensions of lifestyle (activity, interest, opini) and dimensions of group conformity (normative influence and informational influence) to the decision buying fashion products imitation. The population in this study were 887 men and women with classification age (18-25) years old and 350 samples were taken using a non-probability sampling techniques called convenience sampling. To measure, researchers adapted from Tricomponent Attitude Model Scale, AIO methods, and Peer Conformity Inventory (PCI). CFA (Confirmatory Factor Analysis) is used to test the validity of measuring instruments and Logistic Regression Analysis was used to test the research hypotheses. All testing technique performed using SPSS software 16.0 and LISREL 8.70. The result showed that there was a significant effect of attitude, lifestyle and group conformity on purchase decisions fashion products imitation. Minor hypothesis test results showed that the interest and informational influence have a significant influence on the decision to buy fashion products imitation. Meanwhile, cognitive, affective, conative, activity, opini and normative influence didn't have a significant influence on the decision buying fashion products imitation. The results also showed the proportion of the variance of the decision of buying a fashion products imitation described by all the independent variables was 18.7%, while 81.3% is influenced by other variables outside of this research. Researcher hope implication of this research will be more examined by adding some independent variabel. Example, demografic factors.

Keywords: *The Influence, Consumer Attitude, Lifestyle,*

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh sikap, gaya hidup dan konformitas kelompok terhadap keputusan pembelian imitasi produk fashion. Hipotesis dalam penelitian ini adalah apakah terdapat pengaruh signifikan dimensi sikap (kognitif, afektif, konatif), dimensi gaya hidup (aktivitas, minat, pendapat) dan dimensi konformitas kelompok (pengaruh normatif dan pengaruh informasional) terhadap keputusan membeli produk fashion imitasi. Populasi dalam penelitian ini adalah 887 laki-laki dan perempuan dengan klasifikasi umur (18-25) tahun dan 350 sampel diambil dengan menggunakan teknik non-probability sampling yang disebut convenience

sampling. Untuk mengukurnya, peneliti mengadaptasi dari Tricomponent Attitude Model Scale, metode AIO, dan Peer Conformity Inventory (PCI). CFA (Confirmatory Factor Analysis) digunakan untuk menguji validitas alat ukur dan Logistic Regression Analysis digunakan untuk menguji hipotesis penelitian. Semua teknik pengujian dilakukan dengan menggunakan software SPSS 16.0 dan LISREL 8.70. Hasil penelitian menunjukkan bahwa terdapat pengaruh yang signifikan sikap, gaya hidup dan konformitas kelompok terhadap keputusan pembelian produk fashion imitasi. Hasil uji hipotesis minor menunjukkan bahwa minat dan pengaruh informasi berpengaruh signifikan terhadap keputusan membeli produk fashion imitasi. Sedangkan pengaruh kognitif, afektif, konatif, aktivitas, pendapat dan normatif tidak berpengaruh signifikan terhadap keputusan pembelian imitasi produk fashion. Hasil penelitian juga menunjukkan proporsi variansi keputusan membeli produk fashion imitasi yang dijelaskan oleh semua variabel independen sebesar 18,7%, sedangkan 81,3% dipengaruhi oleh variabel lain di luar penelitian ini. Peneliti berharap implikasi dari penelitian ini akan lebih dikaji dengan menambahkan beberapa variabel independen. Contoh faktor demografis.

Kata Kunci: Pengaruh, Sikap Konsumen, Gaya Hidup

INTRODUCTION

The market in Indonesia is busy talking about free trade that has started in 2015 (The ASEAN Free Trade Area (AFTA Council), 2016). This makes the Indonesian market crowded with a variety of products that use foreign brands, so consumers tend to believe that foreign brands are the best without the need to distinguish between genuine or counterfeit brands (Lai & Zaichkowsky, 1999). In fact, globalization and technological advances make counterfeit products even bigger and continue to grow (Jae-Eun, Hyeon-Jeong, & Johnson, 2009). Fashion products are one of the products that are widely used as imitation objects. Such as clothes, shoes, bags, watches, leather products, and jewelry. Some of the brands that are often copied are Louis Vuitton, Gucci, Burberry, Tiffany, Prada, Hermes, Chanel, Dior, Yves St Laurent, and Cartier (Yoo & Lee, 2009).

Manufacturers easily duplicate fake packaging to be similar to the original product packaging due to the limited availability of original products in meeting consumer demand in the

market (Jiang & Cova, 2012). This is supported by the opinion of Cordell & Wongtada N (1996) which states that the high demand for counterfeit products has encouraged manufacturers to make products that are similar to the original. What drives consumers to choose counterfeit products. The phenomenon of rampant product counterfeiting that occurs is indeed related to consumer behavior which is closely related to the process of making buying decisions owned by consumers to meet their needs (Kotler, 2009). In a decision-making hierarchy theory expressed by Mowen & Minor (2002), it states that in making a buying decision, consumers first form beliefs about an object, then develop an affection for the object, and finally perform some behavior relative to the object (for example, purchasing a product).

One of the studies that have tried to examine this is Tommy (2012) who found that consumers prefer counterfeit goods because they do not have a direct adverse impact on consumers. In addition, the price of counterfeit goods is much cheaper so that consumers feel

as if they are wise shoppers. Another reason given by consumers of counterfeit goods is that consumers think that purchasing counterfeit goods will not harm the original brand owner (Ha & Lennon in Cheek & Easterling, 2008). In addition, Bloch (in Phau, 2009) states that consumers buy counterfeit goods for reasons of very minimal financial conditions. Budiman (2012) also said that the decision to buy counterfeit products is based only on low prices and the most important thing is to be able to be modern with the products used.

The explanation above illustrates that buying decisions have different backgrounds. (Hawkins & Coney, 2004) mention the factors that influence buying decisions, namely internal and external influences. Internal influences consist of perception, learning, memory, motives, personality, lifestyle, self-concept, emotions and attitudes. External influences consist of culture, sub-culture, demographics, social status, group conformity, family, and marketing activities. Especially in shopping decision making, decisions must be made when individuals are in the choice between buying or not buying, choosing between brand X or brand Y, then individuals can be said to be in a state of decision-making process (Schiffman, 2008).

As for the decision-making behavior of buying imitation fashion products, based on research conducted by Wilcox, Hyeong-Min, & Sen (2008) on 138 women with imitation products used were Louis Vitton (with or without logo), it was found that attitudes towards brand clarity influence a person in buying a product. The same research results were also found by Rutter & Bryce (in Carpenter & Lear, 2011) on 305 respondents in the UK. Furthermore, (Yoo & Lee, 2009)

provide a different perspective on this matter, based on their research on 324 citizens in South Korea, finding that past purchase experience has a positive influence on repurchase intentions on the decision to buy counterfeit products in the future.

Based on the results of the above research, it can be concluded that as part of the internal factors, attitude is one of the psychological variables that is very important in this phenomenon because attitude can predict a person's behavior, including consumers. Attitude is a learned tendency to behave in a pleasant or unpleasant way towards certain objects (Schiffman & Kanuk, 2004). In fact, Hawkins & Coney (2004) add that attitude can encourage a person to carry out a long-term process of organizing motivation, emotion, perception, and cognition and is strongly influenced by the environment. No wonder (Ajzen, 1991) in his theory states that a behavior is influenced by two factors, namely attitude and subjective norms which determine the creation of intentions. Individual attitudes towards behavior include beliefs about a behavior, evaluation of behavioral outcomes, subjective norms, normative beliefs and motivation to comply. Therefore, a positive attitude in purchasing counterfeit products is considered to have a positive effect on the intention to purchase counterfeit products, on the contrary, it has a negative effect on the intention to purchase original products.

Furthermore, (Ang, Cheng, Lim, & Tambyah, 2001) explain that consumer attitudes towards counterfeit products are also influenced by consumer external environmental factors. Consumers use imitation products with the aim of showing self-image and with the expectation of impressing others. This is done by

consumers to improve their image in the eyes of others. This means that consumers are encouraged to buy an item or product that is clearly done to show the consumer's self-image. In reality, self-image cannot be separated from lifestyle. Because lifestyle can determine a person's self-image in their environment. According to (Hawkins & Coney, 2004), consumers in choosing a product will choose based on what is most needed and what best suits them, one of which is lifestyle. A person's lifestyle is considered to be able to influence his needs, desires and behavior, including buying behavior. Lifestyle is also often used as a basic motivation and guideline in buying something. Engel, (Blackwell, & Miniard, 1994) define lifestyle as the pattern in which people live and spend their time and money.

This is supported by research conducted by Nan Sande (in Hasibuan, 2010) who found that a person will create an atmosphere that supports development in the life process by displaying and developing a certain lifestyle as compensation for awareness to strengthen individual identity. Furthermore, Susianto added (in Hasibuan, 2010) that individuals use prestigious and expensive branded goods where branded goods are also used to see and assess their peers.

Furthermore, McNeal (2007) explains that a person's lifestyle with a mindset that tends to be oriented towards exclusive and well-known product brands turns out to influence the decision to buy branded imitation fashion products. Individuals will feel a sense of satisfaction when wearing exclusive branded fashion products and become fanatical about imported products equipped with well-known brands even though they have to use knockoff products that are much

cheaper than the price of the original product. Research conducted by Shih & Lin (2012) in Taiwan on 449 respondents found similar results, that there is a significant influence between lifestyle on a person's buying decision.

In addition to internal factors (attitudes and lifestyles), external factors, namely group conformity, also influence buying decisions (Kotler, 2009), because by nature humans must live in groups (Griskevicius & Kenrick, 2013). Some people may prefer to immerse themselves in the group and follow group opinions while others do not (Taylor, Peplau, & Sears, 2009). In terms of choosing fashion items, according to Taylor, most individuals are considered free to choose their own fashion products, but individuals prefer to wear fashion products like others in the social group and follow the latest trends.

Furthermore, Baron, Branscombe, & Byrne (2008), explain that conformity is also a type of social influence in which individuals change attitudes or behaviors to comply with existing social norms. According to Sarwono (in Utami, 2013), conformity occurs when a number of people in a group say or do something, causing a tendency for members to say and do the same thing. Research conducted by (Shin-Ming, Hsiu-Li, Su-Houn, & I-Shan, 2011) confirms the above opinion. Based on research conducted on factors affecting online group buying behavior in Taiwan, with 327 respondents in a group purchase in an online market in Taiwan, it was found that conformity had the most significant impact on group buying behavior with a coefficient of 0.231, t-value 3.850, $P < 0.01$. Buying decisions are adjusted to align and be considered acceptable by the group (Briley, Morris, & Simonson, 2005). The purpose of this study is to

determine the effect of attitude, lifestyle and group conformity on the decision to buy imitation fashion products.

RESEARCH METHOD

The population in this study was 887 women & men (early to middle adulthood) in the age range of (18-25) years (Gines, 1998). The size of the research sample that the researcher used was 350 people who used foreign brand fashion products. Researchers took samples in the Grand Galaxy City residential area, South Bekasi.

Sampling in this study is non-probability sampling which means that the possibility of being selected from each respondent member of the population cannot be calculated. The type of non-probability sampling technique that the author uses is convenience sampling. The convenience sampling technique is sampling based on the willingness of participants to participate in research. In this study using SPSS 16.0 software in data processing for 350 selected samples.

RESULT AND DISCUSSION

Logistic Regression Analysis of Research Variables

At this stage, researchers tested the hypothesis with logistic regression analysis techniques using SPSS 16.0 software. In data processing, using logistic regression analysis by looking at the amount of R square to find out how many percent (%) of the variance of the dependent variable is explained by the independent variable, then looking significantly at the dependent variable (logistic regression model test) and seeing the regression coefficient in the form of logit, odds and probability.

Logistic Model Test

Researchers see the amount of

Nagelkerke R Square to find out how many percent (%) of the variance in the independent variable (O'Connell, 2006). Furthermore, the Nagelkerke R Square table can be seen in table 1.

Tabel 1. Nagelkerke R Square

Model Summary			
Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	430.899 ^a	.140	.187

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

The modification made by Nagelkerke has a value from zero to one which is a more reliable measurement to explain the relationship. The Nagelkerke R Square value is generated from reweighting the Cox & Snell R Square value so that a value with a limit of 1.0 is obtained (O'Connell, 2006). Therefore, the Nagelkerke R Square value can be interpreted like the proportion of variance in linear regression analysis, so in this study it is better to look at the Nagelkerke R Square value because the coefficient has a range of up to 1.0.

From table 1. it can be seen that the acquisition of Nagelkerke R Square is 0.187 or 18.7%. This means that the proportion of variance from the logit of the decision to buy artificial fashion products that can be explained by the eight independent variables, namely consumer cognition (X1), consumer affective (X2), consumer conation (X3), consumer activity (X4), consumer interest (X5), consumer opinion (X6), normative influence (X6), informational influence (X7) is 18.7%, while the remaining 81.3% is influenced by other variables outside this study.

To perform logistic regression analysis, interpretation is done through logit, odds and odds ratio, and probability. Logit or log odds is the log of the ratio of two probabilities. Odds is the ratio of two probabilities, while odds ratio is the ratio of two odds. Odds ratio can be explained in the form of

percent change in odds ratio (percent change), which is the value of change in odds ratio in percent. Furthermore, probability is the chance of a decision occurring, which in this study is the chance of a decision to buy imitation fashion products.

First, an explanation of the regression coefficient value in logit units. Logit has a value range of $-\infty$ (negative infinity) to $+\infty$ (positive infinity). Based on the values in table 4.5, the regression equation in logit units is as follows: (*significant)

Logit purchase decision = $-5.891 - 0.020$ consumer cognitive + 0.10 affective consumer + 0.004 consumer conation + 0.039 consumer activity + 0.045 consumer interest* + 0.015 consumer opinion - 0.022 normative influence + 0.051 informational influence*

The explanation of the above equation is to see the significance or not of the resulting coefficient, simply by looking at the sig. in the 6th column of the table, if ($P < 0.05$) then the resulting coefficient has a significant effect on the decision to buy artificial fashion products and vice versa. Of the eight minor hypotheses, two are significant. The regression coefficient in logit units obtained by each independent variable is as follows:

1. Consumer cognitive variables. The regression coefficient value is -0.020 with a significant value of 0.106 ($P > 0.05$), which means that the consumer cognitive variable negatively does not significantly affect the logit of the decision to buy imitation fashion products.
2. Consumer affective variables. The regression coefficient value is 0.010 with a significant value of 0.534 ($P > 0.05$), which means that the consumer affective variable positively does not significantly

affect the logit of the decision to buy imitation fashion products.

3. Consumer conation variable. The regression coefficient value is 0.004 with a significant value of 0.807 ($P > 0.05$), which means that the consumer conation variable does not positively affect the logit of the decision to buy imitation fashion products significantly.
4. Consumer activity variable. The regression coefficient value is 0.039 with a significant value of 0.057 ($P > 0.05$), which means that the consumer activity variable does not positively affect the logit of the decision to buy imitation fashion products significantly.
5. Consumer interest variable. The regression coefficient value is 0.045 with a significant value of 0.021 ($P < 0.05$), which means that the consumer interest variable positively affects the logit of the decision to buy imitation fashion products significantly. So, the higher the brand orientation from the aspect of one's interest, the higher the logit of the decision to buy imitation fashion products. In this case, it can be said that if consumer interest increases by one unit, the logit of a person's decision to buy a knock-off product will increase by 0.045 times.
6. Consumer opinion variable. The regression coefficient value is 0.015 with a significant value of 0.417 ($P > 0.05$), which means that the consumer opinion variable does not positively affect the logit of the decision to buy imitation fashion products significantly.
7. Normative influence variable. The regression coefficient value is -0.022 with a significant value of 0.149 ($P > 0.05$), which means that the normative influence variable negatively does not significantly

affect the logit of the decision to buy imitation fashion products.

8. Informational influence variable. The regression coefficient value is 0.051 with a significant value of 0.006 ($P < 0.05$), which means that the informational influence variable positively affects the logit of the decision to buy imitation fashion products significantly. So, the higher a person's informational influence, the higher the logit of the decision to buy imitation fashion products. In this case, it can be said that if informational influence increases by one unit, the logit of a person's decision to buy knock-off products will increase by 0.051 times.

The simplicity of interpretation of the logistic regression coefficients described above lacks a meaningful metric. Log odds (logit) is a linear equation, but there is some information that cannot be obtained from logit. Therefore, interpretation will proceed at the odds level (O_i).

$$\text{Odds} = e^{(\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8)}$$

Description: odds = buying decision

Based on equation number 2, we can calculate the odds value of all independent variables. In this case, we will give an example. For example, if it is known that a person has a consumer cognitive value of 40, consumer affective value of 51, consumer conation value of 59, consumer activity value of 56, consumer interest value of 52, consumer opinion value of 54, normative influence value of 53, and informational influence value of 55.

Then the resulting odds value is:

$$\text{Odds} = e^{-5,891 - 0,020 (40) + 0,010 (51) + 0,004 (59) + 0,039 (56) + 0,045 (52) + 0,015 (54) - 0,022 (53) + 0,051 (55)} = 2,794 \quad (3)$$

This means that individuals with the above-mentioned criteria have 2.794

times the odds of deciding to buy a knock-off fashion product compared to not deciding to buy a knock-off fashion product. In logistic regression, odds can also be described in terms of odds ratio and percent change. Odds ratio (OR) is the ratio of one odds to another. OR is used to see the value of the increase or decrease in the odds of buying decisions per one unit increase in the independent variable. It can also be said that OR shows the extent to which the size of the dependent variable increases with each change affected by the independent variable. The OR value is presented in the Exp (B) column.

In addition, there is a simple formula in logistic regression analysis that shows the odds ratio can be interpreted as a percent change with the formula: % change = $100 (OR - 1)$ (4)

For more details, the researcher provides a description of several OR examples from each variable and the percentage of change so as to get the results in accordance with the table as follows:

1. Consumer cognitive variables. The obtained percentage change value is $100 (0.980 - 1) = -2\%$. Thus it can be said that every one unit increase in consumer cognitive and other variables is considered constant, the chance of someone deciding to buy imitation fashion products will decrease by 0.980 times or by 2%.
2. Consumer affective variables. The percentage value of change is $100 (1.010 - 1) = 1\%$. Thus it can be said that for every one unit increase in consumer affective and other variables are considered constant, a person's chance of deciding to buy imitation fashion products will increase by 1.010 times or by 1%.
3. Consumer conation variable. The percentage value of change is $100 (1.004 - 1) = 0.4\%$. Thus it can be

said that for every one unit increase in consumer conation and other variables are considered constant, a person's chances of deciding to buy imitation fashion products will increase by 1.004 times or by 0.4%.

4. Consumer activity variable. The percentage value of change is 100 (1.040 - 1) = 4%. Thus it can be said that for every one unit increase in consumer activity and other variables are considered constant, a person's chances of deciding to buy imitation fashion products will increase by 1.040 times or by 4%.
5. Consumer interest variable. The percentage value of change is 100 (1.046 - 1) = 4.6%. Thus it can be said that for every one unit increase in consumer interest and other variables are considered constant, a person's chance of deciding to buy an imitation fashion product will increase by 1.046 times or by 4.6%.
6. Consumer opinion variable. The percentage value of change is 100 (1.015 - 1) = 1.5%. Thus it can be said that for every one unit increase in consumer opinion and other variables are considered constant, a person's chance of deciding to buy an imitation fashion product will increase by 1.015 times or by 1.5%.
7. Normative influence variable. The percentage value of change is 100 (0.978 - 1) = -2.2%. Thus it can be said that for every one unit increase in normative influence and other variables are considered constant, the chance that someone will decide to buy imitation fashion products will decrease by 0.978 times or by -2.2%.
8. Informational influence variable. The percentage value of change is 100 (0.003 - 1) = -99.7%. Thus it can be said that for every one unit increase in informational influence and other variables are considered constant, a

person's chances of deciding will decrease by 0.003 times or by 99.7%.

In this case, the odds are the ratio of the probabilities, so the interpretation can be done at the probability level. Interpretation at the probability level also has the advantage that the results will be easier to understand. Probability can show the chances of a decision to buy a faux fashion product occurring versus not occurring with the equation:

$$\text{Probability of Purchase Decision} = \frac{\text{Odds of buying decision}}{1 + \text{Odds of buying decision}}$$

From equation number 5, researchers can calculate the probability of individual buying decisions seen from the overall value of the independent variables as in example 1 and equation 3, so that the following results are obtained:

$$\text{Probability of Purchase Decision} = \frac{2,794}{1 + 2,794} = 0,736$$

This means that the chance of someone who has a consumer cognitive value of 40, a consumer affective value of 51, a consumer conation value of 59, a consumer activity value of 56, a consumer interest of 52, a consumer opinion value of 54, a normative influence value (53) and an informational influence value (55) to buy an artificial fashion product is 0.736 or 73.6%. This 73.6% value is also called the predicted probability value. Probability or opportunity has a range of values between 0 and 1 or in the form of percentages 0 and 100 so that it has a meaning that is easier to understand, such as someone with certain known criteria has a predicted probability of buying a 73.6 percent decision.

Then the next step is for researchers to test the addition of the proportion of logit variance in the decision to buy artificial fashion products from each independent

variable if the independent variables are included one by one in the logistic regression analysis. The complete analysis is discussed in the following subchapters.

Proportion of Variance of Each Independent Variable

Testing at this stage aims to see how much the proportion of variance from the logit of the decision to buy artificial fashion products can be explained by each independent variable, namely consumer cognitive, consumer affective, consumer conation, consumer activity, consumer interest, consumer opinion normative influence and informational influence as can be seen in table 2. following:

Tabel 2. The Proportion Of Variance Of Each Independent Variable

No	Independent Variable	Nagelkerke R Square	Nagelkerke R Square Change
1	Consumer Cognitive	0.008	0.008
2	Consumer Affective	0.012	0.004
3	Consumer Conation	0.060	0.048
4	Consumer Activity	0.114	0.054
5	Consumer Interest	0.158	0.044
6	Consumer Opinion	0.159	0.001
7	Normative influence	0.160	0.001
8	Informational influence	0.187	0.027
	Totals		0.187

The table above provides the following information:

1. Consumer cognitive variables contribute 0.8% to the logit variance of the decision to buy imitation fashion products.
2. Consumer affective variables contribute 0.4% to the logit variance of the decision to buy imitation fashion products.
3. The consumer conation variable contributed 4.8% to the logit variance of the decision to buy imitation fashion products.
4. The consumer activity variable contributes 5.4% to the logit variance of the decision to buy imitation fashion products.
5. The consumer interest variable contributed 4.4% to the logit

variance of the decision to buy imitation fashion products.

6. The consumer opinion variable contributed 0.1% to the logit variance of the decision to buy imitation fashion products.
7. The normative influence variable contributed 0.1% to the logit variance of the decision to buy imitation fashion products.
8. The informational influence variable contributed 2.7% to the logit variance of the decision to buy imitation fashion products.

Judging from the magnitude of the increase in the resulting Nagelkerke R Square value, it can be concluded that of the eight independent variables, namely: consumer cognitive, consumer affective, consumer conation, consumer activity, consumer interest, consumer opinion, normative influence and informational influence, it can be seen that the independent variables that contribute from the largest to the smallest are consumer activity with a Nagelkerke R Square value of 0.054. 054, consumer conation with a Nagelkerke R Square value of 0.048, consumer interest with a Nagelkerke R Square value of 0.044, informational influence with a Nagelkerke R Square value of 0.027, consumer cognitive with a Nagelkerke R Square value of 0.008, consumer affective with a Nagelkerke R Square value of 0.004, normative influence and consumer opinion with a Nagelkerke R Square value of 0.001 each.

CONCLUSION

Based on the results of data analysis and hypothesis testing, the conclusion that can be drawn from this study is that there is a significant influence of consumer cognition, consumer affective, consumer conation, consumer activity, consumer interest,

consumer opinion, normative influence and informational influence on the decision to buy artificial fashion products.

Based on the eight independent variables in this study, it is found that there are only two independent variables that have a significant effect on purchasing decisions, namely consumer interest and informational influence. Thus there are only two minor hypotheses accepted, namely the first hypothesis is that there is a significant effect of consumer interest on the decision to buy imitation fashion products and the second hypothesis is that there is a significant effect of informational influence on the decision to buy imitation fashion products.

Based on the research that has been conducted, the researcher realizes that there are still many shortcomings contained in it. Therefore, the researcher provides several suggestions for consideration in further research that will examine the same dependent variable as this study, namely the purchase decision.

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