

# The Influence of Theory of Planned Behavior, Brand Consciousness, and Perceived Risk on Purchase Intention

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## Abstract

This study aims to determine the effect of Attitude, Perceived Behavioral Control, Subjective Norm (Theory of Planned Behavior), brand consciousness, and perceived risk on purchase intention. The sample used in this study consisted of 231 respondents selected through purposive sampling. Respondents who participated were those who belonged to Generation Z (1997-2012) and Generation Y (1981-1996), knew the Nike shoe brand, and had never bought a knock-off product (KW) of Nike shoes. Partial Least Square (SmartPLS) software version 4 was used for Partial Least Square (MGA-PLS) testing in addition to Structural Equation Modeling (SEM). The study's findings indicate that attitude and perceived behavior control positively affect purchase intention, while subjective norm does not. Brand consciousness and perceived risk do not positively affect purchase intention, while perceived risk positively affects Attitude. This study is certainly expected to provide theoretical contributions to the Theory of Planned Behavior, Brand Consciousness, and Perceived Risk, whose relationship can affect a person's purchase intention on counterfeit shoes, and practical contributions can be useful for counterfeit shoe business actors in developing their businesses.

**Keywords:** Attitude, Perceived Behaviour Control, Brand Consciousness, Subjective Norm, Perceived Risk, Purchase Intention.

## 1. Introduction

Counterfeiting of branded goods is now common worldwide, including Indonesia, and has become a prevalent and accepted phenomenon. Diverse human desires and advances in technology and science influence life in the era of globalization and modernization, with self-actualization related to clothing styles (Bilhuda, 2019). Counterfeit shoes are an increasingly widespread production worldwide, driven by the high demand for well-known brand products but at more affordable prices. The most popular shoes among Indonesians, especially generations Z and Y, are Nike shoes. According to data from <https://pskp.kemdikbud.go.id>, in 2020, these two generations, growing up in a digital age filled with the influence of social media and ever-evolving fashion trends, found in counterfeit shoes, an option that fulfills their style needs more affordably. For generations Z and Y, counterfeit shoes have been not just footwear but also part of an expression of identity and lifestyle closely connected to the online culture they are familiar with. As such, the phenomenon of counterfeit shoe purchases not only reflects a shift in consumer preferences but is also a reflection of the dynamics that illustrate the complex relationship between digital culture and the consumptive practices of today's youth (Djayapranata, 2022).

The Nike counterfeit shoe business benefits unlicensed manufacturers due to low production costs, lack of regulation, and technology that makes it easy to replicate original designs (Liandhajani, 2022). Consumers

are attracted to low prices, ignoring legality and quality, accelerating the growth of the counterfeit shoe market. In Indonesia, the majority of the population has a lower-middle income, so counterfeit goods provide economic benefits and are easily found in various places due to high demand. According to the Ministry of Trade (2020), 40% of imported products entering Indonesia are counterfeit products with poor quality. Rapid economic growth expands the market for counterfeit goods, reflecting evolving consumption patterns.

According to the Theory of Planned Behaviour, a person's intention is influenced by Attitude, subjective norms, and perceived behavioral control. Attitude includes a positive or negative assessment of behavior based on beliefs and outcome evaluation. Subjective norms are the perceived social pressure to perform or not perform a behavior based on the views of important people around the individual. Their support or expectations can encourage the intention to follow the behavior.

Perceived behavioral control is an individual's perception of the ease or difficulty of performing a behavior, including beliefs about the ability and resources to overcome obstacles. High behavioral control increases a person's intention to perform the behavior because they feel capable and have control. Purchase intention is a person's tendency to buy a product or service, reflecting the likelihood of purchasing soon. This concept is important in marketing and consumer research to help companies

understand consumer behavior and plan effective marketing strategies.

Brand consciousness is related to brand recognition and the emotional associations and trust that consumers develop towards the brand. According to (Hidajat & Keni, 2019), brand consciousness involves brand recognition, emotional associations, and consumer trust. Hence, individuals with high brand consciousness tend to conduct more in-depth research and be more loyal to known brands. In addition, perceived risk is underlying the purchase intention of counterfeit shoes. (Wijayanti, Budiarti, & Nurfauziah, 2022) state that risk perception, an individual's view of potential losses when buying, is a factor underlying the purchase intention of counterfeit shoes, significantly influencing consumer behavior.

Very little literature discusses the Theory of Planned Behavior on counterfeit products. (Tseng, Chiu, & Leng, 2021b). Apart from that, combining several theories such as TPB, brand consciousness theory, and perceived risk on purchase intentions is rare, so little literature discusses this research. (Tseng et al., 2021b). So, in this study, the existing gap is bridged with a different research object, namely Nike KW shoes, which Generation Z and Y consumers in Indonesia widely purchase. This study tests the influence of attitude, perceived behavioral control and subjective norm, perceived risk, and brand consciousness on consumer purchase intentions. In this study, the impact of perceived risk on attention is tested.

## 2. Literature Review

### 2.1. Theory of Planned Behaviour

According to Ajzen (2014) the Theory of Planned Behaviour (TPB) is the basis for the Theory of Reasoned Action developed by Ajzen (2014). TPB includes beliefs about the consequences of behavior, the expected value of behavior, and normative expectations from others who influence individuals. This theory explains behavior when individuals can control themselves. The main component is behavioral intention, influenced by attitudes towards expected outcomes, as well as subjective evaluations of the risks and benefits of behavior.

The theory of planned behavior incorporates individual background factors in its theoretical scheme. Behavioral intentions are influenced by three determinants: personal factors, social influence, and control. Fishbein and Ajzen state that this theory helps understand the change and prediction of individual behavior, which is determined by attitudes, subjective norms, and behavioral control.

#### 2.1.1. Attitude

Attitude is an evaluation of a positive or negative entity associated with behavior in a given situation. This can apply to a product, service, promotion, brand, or any other aspect perceived by the consumer. As Kucuk & Sisman (2020) and Bhatt & Shiva (2020) mention, attitudes are positive or negative views reflected by an individual's actions in various contexts. The way individuals communicate, express themselves, and interact with others can be an indicator to evaluate their Attitude or behaviour.

Attitude is the most powerful variable influencing purchase intention and a leading indicator of pre-predicted behavior (Ndofirepi, Chuchu, Maziriri, & Nyagadza, 2022). Individuals with a more positive attitude toward counterfeit goods are more likely to buy them (Tseng, Chiu, & Leng, 2021a). Based on research conducted by (Alfia & Kusumawati, 2017) they were stated that Attitude influences purchase intention. Based on research conducted (Alfia & Kusumawati, 2017), they also mentioned that the role of government is very important in carrying out legal functions. The fact that consumers are not afraid of legal sanctions because there are no examples where consumers are fined or imprisoned for buying counterfeit products because the ones who are usually punished are the producers.

Based on research conducted by (Barry, Haque, & Jan, 2024; Hanafiah & Djabbar, 2024; Khan, Hameed, & Akram, 2023) mentions the results that Attitude has a positive effect on purchase intention. Based on research conducted by (Hanafiah & Djabbar, 2024) states that the more positive the consumer's Attitude towards a product, the higher the consumer's intention to buy a product. If in the research (Hanafiah & Djabbar, 2024). Consumers are responding to using electric motorbikes to reduce air pollution to reduce bad pollution in Indonesia. Meanwhile, research (Barry et al., 2024) mentions that if consumers have a positive attitude towards a product, they will be more likely to have a positive intention in buying and using it. The positive Attitude is intended to show confidence in taking advantage of the existing benefits.

H<sub>1</sub>: Attitude toward purchasing Nike counterfeit shoes will influence Purchase Intention for Nike counterfeit shoes.

#### 2.1.2. Perceived Behavioural Control

Perceived behavioral control is the way individuals regulate their actions based on past experiences or to avoid future problems. Factors that influence the development of perceived behavioral control include

difficult experiences that stick in the individual's memory, the influence of the surrounding environment, such as friends or co-workers, and a worry about potential problems that encourage individuals to control their behavior.

A study by (Peña-García, Gil-Saura, Rodríguez-Orejuela, & Siqueira-Junior, 2020) found that behavioral control positively influences interest in purchasing apparel products. The behavioral control variable reflects the purchasing decision-making process that consumers fully hold. This causes the variable to contribute positively to consumer purchase intention.

A study conducted by (Kurniawati, Cornelius, & Ramadhan, 2024; Meliniasari & Mas'od, 2024; Salmah & Shikur, 2023) states that if consumers believe that they have sufficient control over their behavior, then consumers will tend to have strong purchasing intentions. In addition, according to research (Meliniasari & Mas'od, 2024), perceived behavioral control reflects the perceived ease of engaging in consumer desire to purchase because the aspects of ease and feasibility in making a purchase are important things and roles. Based on research conducted by (Kurniawati et al., 2024), perceived behavioral control refers to the influence of pressure on consumers that will decide consumers to behave. The power of beliefs will determine whether consumers need something, which impacts consumer purchase intentions. If consumers feel they have full control over their decisions, their interest in buying the product will also be higher.

H<sub>2</sub>: Perceived Behaviour Control will influence Purchase Intention for counterfeit Nike shoes.

### 2.1.3. Subjective Norms

Subjective norms reflect individuals' perceptions of the social influences that encourage or discourage them from performing certain behaviors (Kumilachew Aga & Singh, 2022). Based on research conducted by (Azzahra & Purwanegara, 2024; Ghaazi, Iqbal, Fatima, & Janjua, 2024; Nonis, Miswanto, Horacio, & Brito, 2024) the results show that subjective norms have a positive effect on purchase intentions. The influence of peers greatly encourages consumers to buy products (Azzahra & Purwanegara, 2024). This is because subjective norms positively impact purchasing intentions, where the more people who follow a company, the more beneficial it is for the business. The influence of other consumers can increase income (Ghaazi et al., 2024). Consumers believe that family and friends' opinions are the main factors influencing purchasing intentions supported by positive experiences from family and close friends (Nonis et al., 2024).

They influence a person's views and behavior towards risky business based on the perceptions of

influential individuals in their environment (Soelaiman, Puspitowati, & Selamat, 2022). Subjective norms are formed from beliefs about norms and motivations to comply, such as from parents, spouses, close friends, co-workers, or other individuals who have influence, according to the behavior discussed. According to (Mamun, Nawi, Hayat, & Zainol, 2020), subjective norms reflect the opinions of influential individuals who have a major impact on a person's decision-making. If a consumer believes that a product is considered good by related people, then it is likely that they will intend to buy it.

H<sub>3</sub>: Subjective Norm will affect Purchase Intention for counterfeit Nike shoes.

### 2.1.4. Brand Consciousness

Brand consciousness refers to consumers' psychological preference for branded products in their purchasing decision-making process (Jiang & Shan, 2016). Based on research conducted by (Bhatia, 2018a; Chiu & Leng, 2016; Jiang & Shan, 2016) it stated the results that brand consciousness influences purchase intention. Brand consciousness is the knowledge and understanding of a brand and its products that distinguishes it from other brands, offering a competitive advantage (Bhasin, Mushtaq, & Gupta, 2019). Based on research conducted by (Chiu & Leng, 2016) they mentioned the results that brand consciousness can hurt consumer intention to buy counterfeit shoes. Counterfeit products often use the original brand name and logo to confuse consumers, especially when unfamiliar with the product, thus indicating that brand consciousness is an important factor in consumers' purchase intention (Jiang & Shan, 2016).

Based on research conducted by (Chiu & Leng, 2016; Jiang & Shan, 2016) they mentioned that brand consciousness has a negative influence on consumer attitudes toward buying counterfeit products. This is because brands are very important in purchasing products. After all, they are a symbol of quality and create consumer trust. Based on research conducted by (Bhatia, 2018b; Tseng et al., 2021b), brand consciousness negatively affects consumer purchase intention. This is because brand consciousness refers to the psychological preference of consumers for branded products and impacts the purchasing process. (Bhatia, 2018b). Brand consciousness influences consumer purchasing decisions in organizations with brand consciousness, paying close attention to public and market perceptions of their brands and products (Tseng et al., 2021b).

Research conducted by (Lee, Goh, & Mohd Noor, 2019) shows that brand consciousness hurts consumer purchase intentions. This finding aligns with research conducted by (Bimantari, 2019). Overall,

brand consciousness influences consumer purchase intentions.

H4: Brand consciousness will influence the Purchase Intention of counterfeit Nike shoes.

**2.1.5. Perceived Risk**

According to Guo et al. (2021), online purchase risk differs from traditional purchases' perceived risk. The Theory of Risk Perception (TPR) began as a psychology study by Professor Raymond Bauer, highlighting the negative consequences of consumer behavior. Over time, TPR has evolved, resulting in different types of online shopping risks, including information, economic, time, psychological, privacy, delivery, service, and operational risks. Researchers highlighted three main risks: financial, time, and product authenticity.

According to (Azzahra & Purwanegara, 2024; Bhatia, 2018b; Koay, Cheah, & Lom, 2023; Nasrudin, Limakrisna, & Bahtiar, 2024) they were stated that perceived risk influences attitude and purchase intention. Based on research conducted by (Azzahra & Purwanegara, 2024) they mentioned that concerns about product quality as the most prominent risk factor, such as doubts about the quality of used clothing, can prevent consumers from buying counterfeit products. However, based on research conducted by (Koay et al., 2023) mentioned that the quality of this clothing can increase consumer consciousness to reduce misunderstandings and can encourage more environmentally conscious purchasing decisions.

Based on research conducted by (Bhatia, 2018b), perceived risk influences consumer attitudes toward purchasing counterfeit products because of the perceived risk perception in consumers; consumers have realized that the product quality is below standard and deliberately ignore the risk of buying counterfeit products. Based on research conducted by (Nasrudin et al., 2024) they mentioned that perceived risk influences purchase intention and Attitude. This is because the perception of high uncertainty influences purchase intention caused by socioeconomic status, such as finance and time to buy. Perceived risk influences Attitude because consumers still have an attitude toward using counterfeit products because they are cheap and easy to use, so they do not become a barrier for consumers.

Perceived risk has a significant negative impact on consumer attitude. When consumers perceive risk in using a product or service, such as an online accommodation app or mobile shopping app, their Attitude tends to be negative. This perception of risk makes consumers more cautious and less enthusiastic about using the product or service. The research results (Chong, Ong, & Tan, 2021) show that perceived risk negatively and significantly impacts Attitude. (Mao &

Lyu, 2017) found that risk perception hurts consumer Attitudes towards the AirBnB online accommodation application.

H5: Perceived risk will influence Attitude towards purchasing counterfeit Nike shoes.

**2.1.6. Purchase Intention**

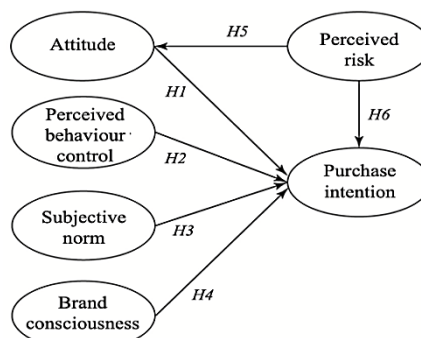
According to Keni, Aritonang, & Pamungkas (2019), intention is closely related to behavior because the purpose is a commitment to do something. Prabowo & Aji (2021) found that emotional value significantly affects purchase intention, where consumers who feel happiness or comfort with a product tend to have a greater desire to buy it. However, if the product does not match consumers' beliefs, they may feel negative emotions and refuse to buy it (Chi et al., 2021).

Previous research also shows that risk perception negatively influences purchase intention (Anggi Irvania, Bagus Nyoman Udayana, & Fadhilah, 2022). In addition, based on research conducted by (Alviyendra & Pardede, 2024; Garas, 2024; Phua, An, & Kamaruddin, 2024; Syauqi, Jannah, Utomo, & Kurniasari, 2024) mentioned that perceived risk influences purchase intention. The importance of perceived risk in shaping consumer attitudes in making purchases (Phua et al., 2024). Having a perceived risk can build trust and increase consumer purchasing intentions. (Syauqi et al., 2024).

Overall, risk perception affects consumer purchase intention. Consumers can reduce risk by seeking information and evaluating alternatives before purchasing (Alviyendra & Pardede, 2024). However, high-risk perception generally hurts purchase intention. In other words, the higher the perceived risk perceived by consumers, the lower their interest in purchasing (Garas, 2024). However, if consumers can manage and reduce these risks, their purchase intention may increase.

H6: Perceived risk will influence purchase intention for counterfeit Nike shoes.

**2.2. Research Model**



**Figure 1.** Research model (Source: Tseng et al. 2021)

### 3. Methods

#### 3.1. Population and Research Sample

A population is a collection of objects or subjects with certain characteristics that become the focus of research by researchers to evaluate and draw conclusions. Population is not limited to humans but includes objects, other natural phenomena, and all characteristics of these objects or subjects. In this study, the population investigated is individuals aged 18-40 familiar with the Nike shoe brand. In this study, researchers distributed questionnaires using a Google form link via social media such as WhatsApp, Instagram, and Kudata.

Purposive sampling is a sampling technique in which sample members are specifically selected based on certain considerations and research objectives. This technique ensures that sample selection is based on criteria set by the researcher rather than random. Purposive sampling has limitations set by the researcher. In this study, the researcher provides the following characteristic restrictions:

1. Respondents know the Nike shoe brand
2. Respondents aged 18-40 years, which is the younger generation with the age range of Generation Z and Generation Y
3. Respondents who have never bought counterfeit Nike shoe products.

#### 3.2. Types of Data Collection Techniques and Procedures

This research uses quantitative methods with the positivism philosophy to investigate certain populations or samples, usually with random sampling and data collection through research instruments. Data analysis is done statistically to test the hypothesis (Sugiyono, 2018). The research design organizes aspects of the research in a structured manner for efficient and effective analysis, using the results of previous research as a guide, such as exploring the factors that influence the purchase intention of counterfeit goods based on the theory of planned behavior.

This research uses two types of data sources: primary data and secondary data. Primary data is obtained through questionnaires filled out by respondents, an effective method when researchers understand the variables to be measured and the respondents' expectations (Sugiyono, 2018). Secondary data comes from scientific articles, books, and internet sources that support research.

#### 3.3. Data Analysis Method

This research uses the Partial Least Square (PLS) method, part of Structural Equation Modeling (SEM),

to analyze data focusing on components or variants. The Smart PLS 4.0 tool was used for the analysis. SEM allows simultaneous testing of the relationships of one or more independent or unmeasured variables. PLS is useful for testing simultaneous relationships between latent variables and indicators. In PLS-SEM, there are two stages of model evaluation: the inner model (structural model) and the outer model (measurement model).

##### 1. Convergent Validity

According to (Hair, Black, Babin, & Anderson, 2019), convergent validity is useful for assessing the strong relationship between latent variables and their constructs by paying attention to the standard load factor. If indicators do not meet the requirements, they must be removed (Joseph F. Hair, 2021)

##### A. Loading Factor or Outer Loading

Hair et al. (2019) suggest that a good and acceptable indicator loading value is ( $>0.708$ ) because it indicates that the construct explains more than 50 percent of the indicator variation. Meanwhile, indicators with low values ( $<0.40$ ) should be removed because they are unacceptable.

##### B. Average Variance Extracted (AVE)

To ensure validity, each construct must have an Average Variance Extracted (AVE) value greater than 0.5

##### 2. Discriminant Validity

Discriminant validity is carried out to verify that each concept of a latent variable differs from another (Hair et al., 2019). Discriminant validity is measured by paying attention to the cross-loading value between the indicator and its construct. A good measurement model is when the latent construct has an AVE value  $> 0.5$ .

##### 3. Reliability Analysis

Two methods are used to conduct reliability tests: Cronbach Alpha and Composite Reliability. Composite Reliability indicates that each variable is considered reliable  $> 0.6$  (Elicia & Widjaja, 2020). Reliability is measured using the Cronbach Alpha statistical test, and if the value is  $> 0.6$ , it can be considered reliable (Jumhariani, Iyas, & Razak, 2018).

##### 4. Inner Model

##### Predictive Relevance

$Q > 0$  indicates that the model has predictive relevance, and if  $Q < 0$ , it has less predictive relevance.

### 4. Result

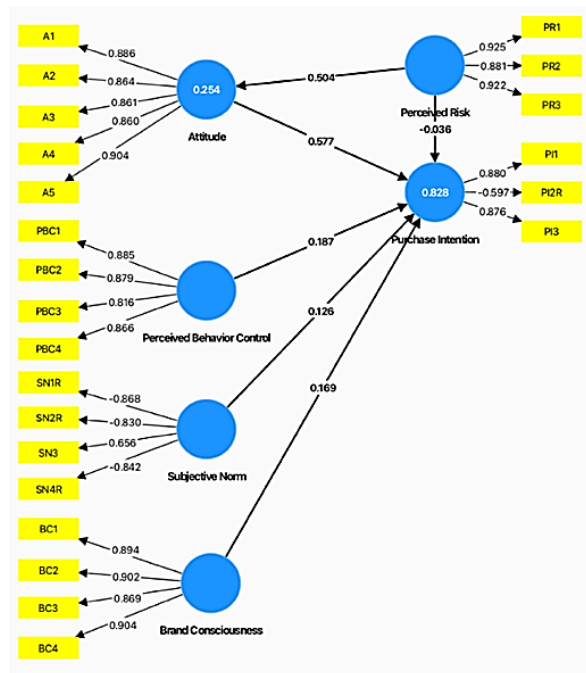
Based on the data Table 1, most of the respondents are women, they are mostly working, and have an average monthly income between IDR 2,000,001-IDR 4,000,000.

**Table 1.** Demography respondent

	Demography	Frequency	%
Gender	Male	103	44.6
	Female	128	55.4
Status	Employed	120	51.9
	Student	51	48.1
Income each month	< Rp 1.000.000	56	24.2
	Rp 1.000.001 –	61	26.4
	Rp 2.000.000	70	30.3
	Rp 4.000.000	44	19
	> Rp 4.000.001		

In this research, the respondents' answers showed that 112 respondents came from Generation Y and 119 respondents from Generation Z. All respondents were aware of the Nike shoe brand, and none had ever purchased Nike knockoffs. However, all respondents intended to buy Nike knock-off shoes at least once.

**4.1. Outer Model**



**Figure 2.** PLS algorithm structural model

**4.1.1. Convergent Validity**

Based on the Table 2, all items on the six research variables have an outer loading value  $\geq 0.70$ . In addition, the AVE (Average Variance Extracted) value for all variables in this study also reached  $\geq 0.50$ . Thus, it can be concluded that all indicators in this study are valid.

In this study, researchers formed Attitude indicators referring to (Tseng et al., 2021b) Where A1 states, "In general, buying counterfeit Nike shoes is a better choice," A2 states, "Given the price, I prefer counterfeit Nike shoes," A3 states, "I enjoy shopping for counterfeit Nike shoes," A4 states, "Buying

counterfeit Nike shoes is generally beneficial to consumers," A5 states "There is nothing wrong with buying counterfeit Nike shoes."

**Table 2.** Outer loadings

Variable	Code	Loading Factor	AVE
Attitude	A1	0.886	0.766
	A2	0.864	
	A3	0.861	
	A4	0.860	
	A5	0.904	
Perceived Behavioral Control	PBC1	0.885	0.743
	PBC2	0.879	
	PBC3	0.816	
	PBC4	0.866	
Subjective Norm	SN1R	-0.868	0.645
	SN2R	-0.830	
	SN3R	0.656	
	SN4R	-0.842	
Brand Consciousness	BC1	0.894	0.796
	BC2	0.902	
	BC3	0.869	
	BC4	0.904	
Perceived Risk	PR1	0.925	0.827
	PR2	0.881	
	PR3	0.922	
Purchase Intention	PI1	0.880	0.633
	PI2R	-0.597	
	PI3	0.876	

Furthermore, Perceived Behavioral Control refers to (Tseng et al., 2021b), the PBC1 code contains "It is very easy to buy counterfeit Nike shoes," PBC2 is "I know where to buy counterfeit Nike shoes," PBC3 contains "I can find counterfeit Nike shoes if I want," PBC4 is "Buying counterfeit Nike shoes is completely under my control.

Subjective norm refers to (Tseng et al., 2021b) which states that SN1R contains "If I buy a fake Nike shoe product, my closest relatives/family approve," SN2R namely "People who are important to me look favorably on me if I buy a fake Nike shoe product," SN3R contains "My family members will think that buying a fake Nike shoe is normal," SN4R contains "My friends think that buying a fake Nike shoe is right."

Brand consciousness refers to (Tseng et al., 2021b) where code BC1 contains "Famous brands are the best for me," BC2 is "I usually choose more expensive brands," BC3 contains "I prefer to buy best-selling brands," and BC4 is "The most advertised brands are usually a better choice."

Perceived risk refers to (Tseng et al., 2021b) where the PR1 code contains "The risk I take when buying counterfeit Nike shoes is high," PR2 is "There is a high possibility that counterfeit Nike shoes will not work or be damaged," and PR3 contains "Spending money buying counterfeit Nike shoes may be a bad decision."

Purchase intention refers to (Tseng et al., 2021b) where the PI1 code is "I will buy a fake Nike shoe product," PI2R contains "I will consider buying a fake Nike shoe product," and PI3 is "The possibility that I will consider buying a fake Nike shoe product is very high."

### 4.1.2. Discriminant Validity

Table 3 shows that this study has good discriminant validity because the AVE square root value for each variable is higher than that of other constructs. The cross-loading value also meets the criteria set so that the analysis can proceed to the next stage.

**Table 3.** Farnell-Larcker validity

Variable	AT	BC	PBC	PR	PI	SN
AT	<b>0.875</b>					
BC	0.439	<b>0.892</b>				
PBC	0.828	0.514	<b>0.862</b>			
PR	0.504	0.846	0.549	<b>0.909</b>		
PI	0.872	0.590	0.814	0.596	<b>0.796</b>	
SN	0.676	0.820	0.661	0.768	0.750	<b>0.803</b>

### 4.1.3. Reliability Analysis

Based on the Table 4, the Cronbach's Alpha value for 4 variables is above 0.6, while 2 variables are below 0.6. In addition, the Composite Reliability value for 5 variables is more than 0.7, while 1 variable is below 0.7. From these results, it can be concluded that 4 variables fulfill reliability validity according to Cronbach's Alpha, while 2 variables do not. For Composite Reliability, 5 variables fulfill the validity, while 1 does not.

**Table 4.** Reliability analysis

Construct	Cronbach's Alpha	Composite Reliability
AT	0.923	0.942
BC	0.915	0.940
PBC	0.895	0.920
PR	0.884	0.935
PI	0.529	0.550
SN	0.068	0.715

## 4.2. Inner Model

### 4.2.1. R-Square

The Adjusted R-Square value for the attitude variable is 0.250 or 25%, indicating that this variable can be explained by brand consciousness, perceived behavior control, perceived risk, subjective norm, and purchase intention. Still, the model needs to be stronger because other variables explain 75% of its variability. In contrast, the Adjusted R-Square value for the purchase intention variable is 0.824 or 82.4%, indicating that this model has high accuracy in explaining purchase

intention related to fake Nike brand shoes in generations Z and Y, with only 17.6% of its variability explained by other variables.

**Table 5.** R-square

Variable	R-Square	R-Square Adjusted
Attitude	0.254	0.250
Purchase Intention	0.828	0.824

### 4.2.2. Q-Square

The Q-Square value for the attitude variable is 0.243, or 24.3%, indicating that the model only explains 24.3% of the data, with 75.7% unexplained. In contrast, the Q-Square value for the purchase intention variable is 0.565, or 56.5%, indicating that the model is adequate because it explains 56.5% of the data diversity, while other factors outside the model explain the remaining 43.5%.

**Table 6.** Q-square

Variable	Q-Square
Attitude	0.243
Purchase Intention	0.565

## 4.3. Hypothesis Testing

Of the six hypotheses proposed, only three, H<sub>1</sub>, H<sub>2</sub>, and H<sub>5</sub>, were proven significant. The other three, H<sub>3</sub>, H<sub>4</sub>, and H<sub>6</sub>, did not prove significant. This suggests that only some specific factors significantly influence purchase intention in the context of this study.

**Table 7.** Bootstrapping analysis

Path Model	Original Sample	T-Statistic	P-Values	Notes
AT → PI	0.577	7.729	0.000	H <sub>1</sub> Accepted
PBC → PI	0.169	2.306	0.021	H <sub>2</sub> Accepted
SN → PI	0.187	1.059	0.290	H <sub>3</sub> Rejected
BC → PI	0.504	1.834	0.067	H <sub>4</sub> Rejected
PR → AT	-0.036	8.182	0.000	H <sub>5</sub> Accepted
PR → PI	0.126	0.535	0.593	H <sub>6</sub> Rejected

## 4.4. Multi Group Analysis (MGA)

Perceived Risk → Attitude has a p-value of 0.000, smaller than 0.05. Based on these results, there is a significant difference in the direct effect path coefficient between Generation Y and Z respondents.

Perceived Risk on Attitude in Generation Y has an Original Sample (O) value of 0.855 and P Values of 0.000, indicating a significant positive effect. Perceived Risk on Attitude in Generation Z has an Original Sample (O) value of -0.202 and a P value of 0.000, indicating a significant negative impact. Bootstrapping multigroup analysis (PLS-MGA) test results show that Generation Y has a positive influence, while Generation Z significantly negatively influences Attitude.

**Table 8.** Multi group analysis

Path Jalur	Difference (Y - Z)	1-tailed (Y vs Z) p-value	2-tailed (Y vs Z) p-value	Notes
AT -> PI	-0.352	0.957	0.086	No different
BC -> PI	0.509	0.028	0.056	No different
PBC -> PI	0.213	0.113	0.226	No different
PR -> AT	1.057	0.000	0.000	Different
PR -> PI	-0.011	0.543	0.913	No different
SN -> PI	-0.112	0.752	0.497	No different

**Table 9.** Bootstrapping Multi-Group Analysis (MGA)

Path Jalur	Original (Y)	Original (Z)	p-value (Y)	p-value (Z)	Note (Y)	Note (Z)
AT → PI	0.270	0.622	0.083	0.000	Rejected	Accepted
BC → PI	0.228	-0.282	0.121	0.185	Rejected	Rejected
PBC → PI	0.345	0.132	0.026	0.096	Accepted	Rejected
PR → AT	0.855	-0.202	0.000	0.000	Accepted	Accepted
PR → PI	-0.164	-0.153	0.312	0.311	Rejected	Rejected
SN → PI	-0.281	-0.170	0.050	0.073	Rejected	Rejected

## 5. Discussion

The first hypothesis shows that Attitude is related to purchase intention, which results from a person's evaluation of an object or action, whether they like it or not. Attitude is a learned tendency, which means that Attitude toward buying behavior is formed from direct experience with the product. Research by (Sukma, Putra, & Sutejo, 2023) and (Yuliana & Putri, 2020) shows that Attitude affects purchase intentions and decisions. This implies that companies need to pay attention to consumer perceptions and attitudes, strengthen brand loyalty, and enhance the differentiation of original products through innovation and effective marketing campaigns. Understanding the preferences of various market segments and customizing marketing strategies are also key to facing competition from copycat products.

The second hypothesis shows strong perceived behavior control over the purchase of Nike knockoff shoes, with high accessibility both physically and online, which strengthens purchase intentions because consumers feel they have complete control. Consumers find it very easy to obtain Nike knockoff shoes, indicating that accessibility to the product is high. This suggests that consumers have high control over buying knock-off shoes because they feel they can access and obtain these products whenever they want. This research aligns with (Chen et al., 2020), which shows that perceived behavioral control significantly affects purchase intention.

For companies, it is important to consider factors that affect ease of purchase, such as accessibility, affordable prices, and product availability. For original product manufacturers, efforts should be made to increase the comfort of purchasing original products

through strategies such as improving distribution, providing various payment methods, and offering attractive promotions. Meanwhile, counterfeit manufacturers can continue to utilize this convenience to attract more consumers. This understanding also underscores the importance of managing consumers' perceived behavioral control as part of an effective marketing strategy.

In the third hypothesis, it is stated that subjective norms do not affect consumer purchase intention. This is because consumers who buy Nike KW Shoes do not trust them and are not motivated by their beliefs from friends but rather by themselves. For the Company, this is very useful and is a new finding because consumers who buy Nike KW Shoes are purely from their desires and are not influenced by friends.

In the fourth hypothesis, the results show that brand consciousness does not affect consumer purchase intention. Counterfeit products often use original brand names and logos to confuse consumers, especially when unfamiliar with the product, thus indicating that brand consciousness is an important factor in consumers' buying decisions (Jiang & Shan, 2016). This is useful for the Nike KW shoe company because consumers who buy Nike KW shoes should pay more attention to the brand quality and the quality of the shoes.

In the fifth and sixth hypotheses, the results show that perceived risk significantly impacts Attitude. This indicates that the higher a person's perceived risk, the greater the influence on a person's Attitude. For companies, this means managing and reducing the risk perceived by consumers. Manufacturers of original products, such as Nike, can emphasize the high risk of purchasing counterfeit products through educational campaigns regarding the better quality, warranty, and after-sales service of original products. Conversely, counterfeit manufacturers need to find ways to reduce this perceived risk, through improved quality, warranty offerings, or better return policies. Understanding perceived risk's influence can help companies design more effective strategies to shape positive attitudes and increase consumer purchase intentions.

The theoretical contribution of this study can be used for marketing management theory by combining the Theory of Planned Behavior, brand theory, and perceived risk that can affect consumer purchase intention.

Shoe Company marketers can use the practical contribution of this study to help design more effective strategies in forming positive attitudes and increasing consumer purchase intentions while looking at the risks felt when buying Nike KW Shoes.

For future research, expanding the sample of respondents is recommended to improve the accuracy



and overall quality of the study. Expanding the sample can help obtain more representative data. Furthermore, it is important to consider the variety of sales locations of Nike's knockoff shoes to make the data obtained more diverse and representative. Identifying diverse sales locations will increase the accuracy and validity of the research. Finally, it is recommended that more diverse variables be added so that the research becomes more complete and more specific. Adding variables can help deepen the understanding of the factors influencing the purchase intention of Nike shoe knockoff products.

## 6. Conclusions

This study aims to identify Theory of Planned Behaviour, brand consciousness, dan perceived risk yang dapat mempengaruhi niat beli konsumen. The results showed that attitude and perceived behavioral control positively affect purchase intention. So, hypotheses 1 and 2 are supported. While subjective norm, perceived risk, and brand consciousness do not affect purchase intention, hypotheses 3, 4, and 6 are not supported. However, perceived risk affects attitude, so hypothesis 5 is supported.

For future research, expanding the sample of respondents is recommended to improve the accuracy and overall quality of the study. Expanding the sample can help obtain more representative data. Furthermore, it is important to consider the variety of sales locations of Nike's knockoff shoes to make the data obtained more diverse and representative. The theoretical contribution of this study can be used for marketing management theory by combining the Theory of Planned Behavior, brand theory, and perceived risk that can affect consumer purchase intention. Shoe Company marketers can use the practical contribution of this study to help design more effective strategies in forming positive attitudes and increasing consumer purchase intentions while looking at the risks felt when buying Nike KW Shoes.

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