Research Horizon

The Effect of Shopping Lifestyle, Risk Perception, and Price on the Purchase Decision of Counterfeit Luxury Brands Charles and Keith Bags

Vebyla Ronaria Br Siringo Ringo[1], Audita Nuvriasari[2]

[1,2] Universitas Mercu Buana Yogyakarta, Yogyakarta, Indonesia

[*] *Corresponding author: Vebyla Ronaria Br Siringo Ringo (vebyringo@gmail.com)*

Abstract

This study aims to analyze the influence of Shopping Lifestyle, Risk Perception, and Price on Purchase Decisions for Counterfeit Luxury Brands Charles and Keith Bags. The sample in this study was 100 respondents who purchased Counterfeit Luxury Brands Charles and Keith Bags online in the marketplace. The sampling technique used was purposive sampling. The data analysis tool used Multiple Linear Regression Analysis. The results of the study prove that: (1) Shopping Lifestyle has a positive and significant effect on purchase decisions for counterfeit luxury brands Charles and Keith bags. (2) Risk Perception has a negative and significant effect on purchase decisions for counterfeit luxury brands Charles and Keith bags. (3) Price has a positive and significant effect on purchase decisions for counterfeit luxury brands Charles and Keith bags.

Keywords

Shopping Lifestyle, Risk Perception, Price, Purchase Decision, Counterfeit Luxury Brands

1. Introduction

Counterfeit luxury brands are deliberate attempts to create counterfeit goods and market low-quality goods by imitating the style, design, and packaging of more expensive elite brands and offering them at lower prices (Albarq, 2015). Counterfeit manufacturers take advantage of brand popularity in order to gain profits with low production costs. Consumers choose counterfeit brands not only to support their appearance but also to save money because the price is cheaper than the original brand (Malla & Yukongdi, 2020). One of the factors that influence the decision to purchase a counterfeit luxury brand is shopping lifestyle (Setiawan et al., 2023). Shopping lifestyle is a person's way of life that is characterized by how they use money and utilize the time they have (Satrio, 2020). A person's lifestyle shows the pattern of life of the person concerned which is reflected in their activities, interests, and opinions (Zhang & Dong, 2020). Several studies have shown that shopping lifestyle has a significant effect on the decision to purchase a counterfeit luxury brand (Pangestu & Suryoko, 2016; Mathews, 2021). This explains that the more the lifestyle matches the characteristics of consumers, the more it will impact the level of purchasing decisions for luxury brand counterfeit. This is different from other studies that show that shopping lifestyle does not have a significant effect on purchasing decisions for luxury brand counterfeit (Mongisidi et al., 2019).

Consumers in making purchasing decisions for luxury brand counterfeit can also be influenced by risk perception (Roslina & Mahrinasari, 2023). Risk perception is the consumer's assumption of negative outcomes that may occur when purchasing a product or service (Narko & Udayana, 2017). Risk perception shows the uncertainty and consequences that arise during the consumer purchasing process (Said & Mustaking, 2020). Risk perception can affect consumer behavior and customer trust (Ventre & Kolbe, 2020). The impact of risk perception on purchasing decisions has been proven by a number of studies which explain that the higher the risk perception, the lower the level of purchasing decisions for luxury brand counterfeit (Arshad et al., 2015; Mardikaningsih, 2019). Other studies explain that risk perception does not have a significant effect on purchasing decisions, so that the high or low risk will not have an impact on purchasing decisions for luxury brand counterfeit (Khalid & Rahman, 2015; Elsantil & Bedair, 2022).

Another factor that influences the decision to purchase luxury brand counterfeit is price (Novianto & Zebua, 2021). Price is the exchange rate used to obtain goods or services (Gopinath, 2015). Price refers to the money and effort that consumers deliberately spend to obtain a product (Ferrell et al., 2023). Price can influence consumer purchasing decisions and affect the value of the product. Consumers will compare prices when they want to buy a product and use price as an indicator of its quality (Supriyanto et al., 2021). The impact of price on purchasing decisions for luxury brand counterfeit has been proven by a number of studies which explain that price has a significant effect on purchasing decisions (Supriyanto et al., 2021; Chaerudin & Syafarudin, 2021). This shows that the better the consumer's perception of the pricing policy, the more it will increase the decision to purchase luxury brand counterfeit. Other studies explain that price does not have a significant effect on purchasing decisions for luxury brand counterfeit (Mirabi et al., 2015).

2. Literature Review

Shopping lifestyle is a way or lifestyle of a person expressed in activities, interests and opinions (Kotler & Armstrong, 2018). Shopping lifestyle reflects a

pattern in which a person uses their money and time to shop (Anggraini & Anisa, 2020). Shopping lifestyle can be influenced by attitudes towards brands, promotions and personality (Sucidha, 2019). Perceived risk is the uncertainty faced by consumers regarding all possible consequences of a purchasing decision (Schiffman and Wisenbilt, 2011). Perceived risk can have an impact on purchasing decisions because it influences how consumers evaluate and choose products or services (Haryani, 2019). Price is the currency value attached to a product or service according to the quality and benefits provided (Manus & Lumanauw, 2015). Price can be influenced by the nature of the product, the nature of the market, the amount of money in circulation and the product life cycle (Supriyanto, 2021).

Purchasing decisions are consumer behavior in choosing, buying, using goods or services to meet needs and desires (Kotler & Armstrong, 2016). Purchasing decision indicators can be shown through: consistency in a product, purchasing habits, willingness to recommend and desire to make repeat purchases. Shopping lifestyle will affect consumer purchasing behavior patterns including when deciding to purchase luxury brand counterfeit. Consumers who have a strong shopping lifestyle, as shown through activities, interests, and opinions will influence consumer purchasing decisions on luxury brand counterfeit (Novianto & Zebua, 2021; Setiawan, 2023). This statement is in line with previous studies which concluded that shopping lifestyle has a positive and significant effect on purchasing decisions for counterfeit products (Pangestu & Suryoko, 2016).

H1 : Shopping lifestyle has a positive and significant influence on purchasing decisions for counterfeit luxury brands of Charles and Keith bags.

Consumer perceptions of the high or low risk involved in purchasing a product can have an impact on the level of purchasing decisions for counterfeit luxury brands (Khalid & Rahman, 2015; Khaled et al., 2022). This risk perception can be shown through financial risk, product performance risk, social risk, and time risk. The results of Khaled et al.'s (2022) study concluded that risk perception had a negative and significant effect on purchasing decisions for counterfeit luxury brands. The higher the consumer's perception of the risks that may arise, the lower the consumer's purchasing decision.

H2 : Risk perception has a negative and significant effect on purchasing decisions for counterfeit luxury brands of Charles and Keith bags.

Pricing policy is one of the determining factors in consumer purchasing decisions on luxury brand counterfeit (Supriyanto, 2021). The results of the study prove that price has a positive and significant effect on purchasing decisions for counterfeit products (Devi et al., 2015; Novianto & Zebua, 2021). Price indicators are measured through price suitability with quality, price competitiveness, price affordability and price suitability with benefits. Consumers who have a positive perception of pricing policy will encourage increased purchasing decisions for luxury brand counterfeit (Gopinath, 2015).

H3 : Price has a positive and significant effect on purchasing decisions for counterfeit luxury brands Charles and Keith bags.
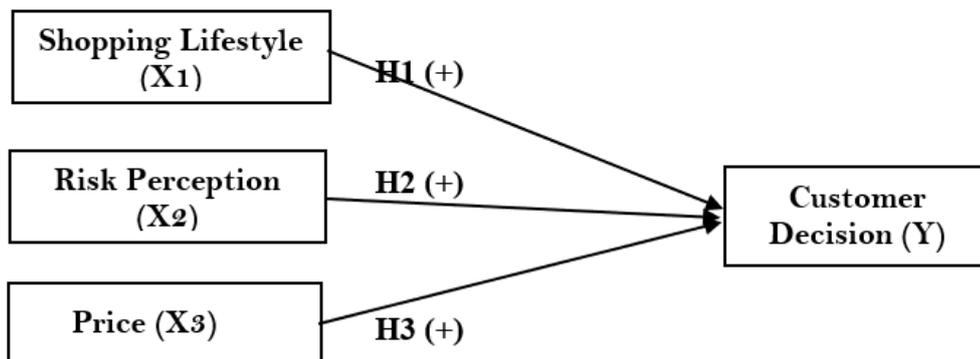
Figure 1. Research model

3. Methods

The type of research based on its method is categorized as quantitative research. The data collection instrument uses a questionnaire that has been tested for validity and reliability. Sampling using purposive sampling technique with sample criteria set by respondents aged at least 17 years and respondents who have purchased imitation Charles and Keith brand bags through the Shopee, Tiktok Shop, Lazada, Instagram, and Tokopedia marketplaces, at least in the last 6 months when the research was conducted. Shopping lifestyle indicators include activities, interests, opinions, interests, shopping patterns, and time allocation (Pangestu & Suryoko, 2016; Novianto & Zebua, 2021; Setiawan, 2023). Risk perception indicators include financial risk, social risk, functional risk, time risk, physical risk, and psychological risk (Rahmadi & Malik, 2016; Mardikaningsih, 2019; Haryani, 2019). Price indicators include: price competitiveness, price affordability, price suitability with quality, and price suitability with benefits (Indrasari, 2019; Devi et al., 2015).

4. Result

Respondent characteristics are divided into four categories, namely gender, last education, occupation, and marketplace used. For the gender category, there were 29 male respondents (29%) and 71 female respondents (71%), with a total of 100 respondents. In the last education category, 40 respondents (40%) had a junior high school/high school/equivalent educational background, 14 respondents (14%) had a diploma (D1/D2/D3/D4), 44 respondents (44%) had a bachelor's degree, and 2 respondents (2%) had a master's degree/doctorate. Based on occupation, 19 respondents (19%) were civil servants/private sector employees, 20 respondents (20%) were self-employed, 60 respondents (60%) were students/university students, and 1 respondent (1%) was included in the other category. For the category of marketplaces used (respondents may choose more than one), Shopee is used by 44 respondents (44%), Tiktok Shop by 46 respondents (46%), Lazada by 18 respondents (18%), Tokopedia by 14 respondents (14%), Instagram by 22 respondents (22%), and others by 2 respondents (2%). The total choices given by all respondents were 146, indicating that some respondents chose more than one marketplace (so the total percentage is more than 100%).

Table 1. Respondent Profile

Respondent Characteristics	Information	Amount	Presentation
Gender	Man	29	29%
	Women	71	71%
Last education	Junior High School/Senior High School/Equivalent	40	40%
	Diploma (D1/D2/D3/D4)	14	14%
	Bachelor degree	44	44%
	Master's degree /Doctoral degree	2	2%
Work	Civil Servants/Private	19	19%
	Self-employed	20	20%
	Students/College	60	60%
	Other	1	1%
Marketplace used (may choose more than 1)	Shopee	44	44%
	Tiktok Shop	46	46%
	Lazada	18	18%
	Tokopedia	14	14%
	Instagram	22	22%
	Lainnya	2	2%

The results of the analysis show that each item in the variable questionnaire used in this study has a higher calculated r value compared to the r table of 0.1654. In addition, the significance value (p) for each item is less than 0.05. These two factors indicate that each item in the questionnaire has a significant correlation and meets the requirements for validity. In other words, all items in the questionnaire have been tested and proven to have good validity, so they are reliable and suitable for use in this study. The validity of the questionnaire items is important because it ensures that the measurement instrument used actually measures what should be measured, so that the research results are more accurate and reliable. In conclusion, the questionnaire used meets the validity standards required in scientific research.

Table 2. Validity Test

Variable	Statement	R count	Significance	Information
Shopping Lifestyle (X1)	X1.1	0.898	0.000	Valid
	X1.2	0.917		
	X1.3	0.886		
	X1.4	0.887		
	X1.5	0.878		
	X1.6	0.815		
Risk Perception (X2)	X2.1	0.878	0.000	Valid
	X2.2	0.835		
	X2.3	0.825		
	X2.4	0.833		
	X2.5	0.811		
	X2.6	0.825		
Price (X3)	X3.1	0.838	0.000	Valid
	X3.2	0.881		
	X3.3	0.763		
	X3.4	0.895		
Buying decision (Y)	Y.1	0.814	0.000	Valid
	Y.2	0.860		
	Y.3	0.881		
	Y.4	0.795		
	Y.5	0.882		
	Y.6	0.890		
	Y.7	0.865		

The questionnaire used in this study has a high level of reliability. The reliability of the questionnaire is measured using the Cronbach's Alpha value, a statistic commonly used to assess the internal consistency of a scale or measurement instrument. In this context, the Cronbach's Alpha value obtained is greater than 0.6, which is the accepted threshold to indicate adequate reliability. In other words, if the Cronbach's Alpha value is greater than 0.6, then the questionnaire is considered consistent and reliable in measuring what is intended. This result indicates that respondents provide consistent answers to the related questions, so that the data generated by the questionnaire can be trusted for further analysis. In conclusion, the questionnaire used in this study meets the expected reliability standards.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Information
Shopping Lifestyle (X1)	0.940	Reliable
Risk Perception (X2)	0.912	Reliable
Price (X3)	0.867	Reliable
Buying decision (Y)	0.938	Reliable

The data normality test was conducted using the one-sample Kolmogorov-Smirnov test. The test results show an Asymptotic Significance (Asympt. Sig.) value of 0.200. This value is greater than 0.05, which is the significant limit in statistical analysis. When the Asympt. Sig. value is greater than 0.05, it indicates that the data does not deviate significantly from the normal distribution, or in other words, the data is considered normally distributed. Data normality is important in statistical analysis because many statistical tests, such as regression and ANOVA, assume that the data follows a normal distribution. Thus, the results of this test provide validation that the normality assumption has been met in this study, allowing the use of parametric statistical methods that require a normal distribution for further analysis.

Table 4. Normality Test

N		100
Normal Parameters	Mean	0.0000000
	Std. Deviation	2.11167228
Most Extreme	Absolute	0.071
	Positive	0.062
	Negative	-0.071
Test Statistic		0.071
Asymp.Sig. (2-tailed)		0.200

In this study, all independent variables showed Variance Inflation Factor (VIF) values that did not exceed 10, and tolerance values that were greater than 0.10. VIF is an indicator to detect multicollinearity, which is a condition where the independent variables in a regression model are highly correlated with each other. When the VIF is high, it indicates multicollinearity that can interfere with the accuracy of the model. However, because all independent variables in this study have VIF values below 10 and tolerance values above 0.10, it can be concluded that there is no multicollinearity among these variables. This means that each independent variable in this study stands alone and does not significantly influence each other, so the regression analysis carried out is considered valid. These results can be seen in Table 5 which presents detailed VIF and tolerance data.

Table 5. Multicollinearity Test

Model	Collinearity Statistics Tolerance	Collinearity Statistics VIF
Constant		
Shopping Lifestyle	0.266	3.756
Risk Perception	0.627	1.596
Price	0.240	4.170

The heteroscedasticity test using the Glejser test is based on the output above with a significance value (Sig.) for the shopping lifestyle variable (X1) of 0.322, risk perception (X2) of 0.167, and price of 0.228. Because the significance value for the three variables above is greater than 0.05, it is concluded that there is no symptom of heteroscedasticity in the regression model.

Table 6. Heteroscedasticity Test and Multiple Linear Regression Analysis

Varoiable	Model	Un-std. Coefficients		Std. Coefficients	t	Sig.
		B	Std. Error	Beta		
Heteroscedasticity Test	(Constant)	.155	.722		.215	.830
	Shopping Lifestyle	-.027	.027	-.196	-.995	.322
	Risk Perception	.033	.024	.177	1.394	.167
	Price	.066	.054	.252	1.212	.228
Multiple Linear Regression Analysis	(Constant)	7.806	1.785		4.373	.000
	Shopping Lifestyle	.224	.067	.220	3.338	.000
	Risk Perception	-.309	.059	-.225	-5.238	.000
	Price	1.133	.133	.593	8.545	.000

Table 6, the multiple linear regression equation obtained is as follows, Y = 7,806 + (0,220) X1 + (-0,225)X2 + (0,593)X3. The results of the multiple linear regression equation show that the direction of the influence of the shopping lifestyle variable (X1) on purchasing decisions is unidirectional or positive, the direction of the influence of the risk perception variable (X2) on purchasing decisions is not unidirectional or negative and the direction of the influence of the price variable (X3) on purchasing decisions is unidirectional or positive.

Table 7. Test Results t

Variable	t	Sig.	Information	Conclusion
Shopping Lifestyle	3.373	0.001	$p < 0.05$	Ha1 accepted
Risk Perception	-5.238	0.000	$p < 0.05$	Ha2 accepted
Price	8.545	0.000	$p < 0.05$	Ha3 accepted

Table 7, the results of the shopping lifestyle test on purchasing decisions obtained a t count of 3.338 > from t table 1.660 and a significance value of 0.001 ($\rho = 0.001 < \alpha = 0.05$). The test shows that Ho1 is rejected and Ha1 is accepted, meaning that shopping lifestyle has a positive and significant effect on purchasing decisions for luxury brands Charles and Keith bags. The results of the risk perception test on purchasing decisions obtained a t count of -5.238 <from t table 1.660 and a significance value of 0.000 ($\rho = 0.000 < \alpha = 0.05$). The test shows that Ho2 is rejected and Ha2 is accepted, meaning that risk perception has a negative and significant effect on purchasing decisions for luxury brands Charles and Keith bags. The results of the price test on purchasing decisions obtained a t count of 8.545 > from t table 1.660 and a significance value of 0.000 ($\rho = 0.000 < \alpha = 0.05$). The test shows that Ho3 is rejected and Ha3 is accepted, meaning that price has a positive and significant effect on purchasing decisions for counterfeit luxury brands of Charles and Keith bags.

Table 8. Results of Determination Coefficient Analysis Test (R^2)

Model	R	R Square	Adj. R Square	Std. Error
1	0.943	0.889	0.886	2.144

Based on Table 8, the R^2 value obtained is 0.889 or 88.9%, meaning that the contribution of the shopping lifestyle, risk perception, and price variables to the purchasing decision variable is in the very strong category, namely 88.9%, while the rest is influenced by other variables.

5. Discussion

Based on the results of the hypothesis test, it is proven that shopping lifestyle has a positive and significant effect on purchasing decisions for Charles and Keith luxury brand counterfeit bags. This statement proves that shopping lifestyle is a determining factor in purchasing decisions. This means that the suitability of consumers' shopping lifestyles will have an impact on the level of purchasing decisions for counterfeit products or counterfeit brands. Based on the results of descriptive statistical analysis, it is shown that on average, customers have a level of shopping lifestyle consisting of indicators of activity, interest, opinion, interest, shopping patterns, and allocating time, which are considered to be in accordance with the characteristics of the respondents. The shopping lifestyle indicator that is considered the most encouraging in purchasing decisions for Charles and Keith counterfeit brands is consumer behavior in shopping who are easily attracted to the promotions offered. A lifestyle that emphasizes social status and appearance can encourage them to buy counterfeit goods as a way to remain socially relevant. The results of this study support the results of previous studies conducted by Maney & Mathews (2021); Setiawan (2023), which showed that shopping lifestyle has a positive and significant effect on purchasing decisions for counterfeit luxury brands.

Based on the results of the hypothesis test, it is proven that risk perception has a significant negative effect on purchasing decisions for counterfeit luxury brands Charles and Keith bags. This statement proves that risk perception is a determining factor in purchasing decisions for counterfeit luxury brands Charles and Keith. The higher the risk perception on purchasing decisions, the lower the level of purchasing counterfeit Charles and Keith bags. Conversely, the lower the risk perception on purchasing decisions, the higher the level of purchasing counterfeit Charles and Keith bags. Based on the results of descriptive statistical analysis, it is explained that on average, customers have a level of risk perception consisting of indicators of financial risk, social risk, functional risk, time risk, physical risk, and psychological risk. The risk perception indicator that is considered the most encouraging in purchasing decisions for counterfeit luxury brands Charles and Keith bags is functional risk. This proves that respondents have high concerns that buying counterfeit Charles and Keith goods will not be in accordance with the function of improving appearance. The results of this study support the results of previous studies conducted by Khalid & Rahman (2015) and Khaled et al. (2022), which showed that risk perception has a negative and significant effect on purchasing decisions for counterfeit luxury brands.

Based on the results of the hypothesis test, it is proven that price has a positive and significant effect on the purchasing decision of Charles and Keith luxury brand counterfeit bags. This statement proves that price is a determining factor in the purchasing decision of Charles and Keith luxury brand counterfeit. This means that the suitability of consumer expectations with the pricing policy offered by marketers will have an impact on the level of purchasing decisions of luxury brand counterfeit. Based on the results of the descriptive analysis, it can be explained that

on average the pricing policy offered is in accordance with consumer expectations. The main indicator of price perception that can encourage consumers to make purchasing decisions for Charles and Keith counterfeit products is that the price set for Charles and Keith is more attractive than other branded counterfeit bags. This finding explains that the pricing policy set will have an impact on purchasing decisions. Consumers who want to appear luxurious on a limited budget prefer counterfeit goods that look similar to the original product but are sold at a cheaper price. The results of this study support the results of previous studies conducted by Supriyanto (2021) and Chaerudin & Syafarudin (2021) which showed that price has a positive and significant effect on purchasing decisions for luxury brand counterfeit.

6. Conclusion

This study was conducted to analyze the factors that influence competitive advantage, so that it can be concluded that Shopping lifestyle has a positive and significant effect on purchasing decisions for counterfeit luxury brands of Charles and Keith bags. This shows that the more appropriate the shopping lifestyle is with habits, the more it will increase the purchasing decision for counterfeit luxury brands of Charles and Keith bags. Risk perception has a negative and significant effect on purchasing decisions for counterfeit luxury brands of Charles and Keith bags. This shows that the lower the consumer's perception of the risk involved in purchasing counterfeit bag products, the more it will increase the purchasing decision for counterfeit luxury brands of Charles and Keith bags. Price has a positive and significant effect on purchasing decisions for counterfeit luxury brands of Charles and Keith bags. This shows that the more appropriate the pricing policy is with consumer expectations, the more it will increase the purchasing decision for counterfeit luxury brands of Charles and Keith bags.

References

Albarq, A. N. (2015). Counterfeit products and the role of the consumer in Saudi Arabia. *American Journal of Industrial and Business Management*, *5*(12), 819-827.

Anggraini, N. A., & Anisa, F. (2020). *Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Impulsif Buying Pada Konsumen Shopee Fashion Magelang Dengan Positive Emotion Sebagai Variabel Mediasi*. UMMagelang Conference Series

Arshad, A., Zafar, M., Fatima, I., & Khan, S. K. (2015). The impact of perceived risk on online buying behavior. *International Journal of new technology and research*, *1*(8), 13-18.

Chaerudin, S. M., & Syafarudin, A. (2021). The effect of product quality, service quality, price on product purchasing decisions on consumer satisfaction. *Ilomata International Journal of Tax and Accounting*, *2*(1), 61-70.

Devi, A., Nugraha, H. S., & Dewi, R. S. (2015). Pengaruh Citra Merek, Harga dan Gaya Hidup terhadap Keputusan Pembelian Produk Imitasi. *Jurnal Ilmu Administrasi Bisnis*, *4*(1), 85-94.

Elsantil, Y., & Bedair, K. (2022). Intention to purchase counterfeit products: The impact of unethical beliefs, social status and perceived risk. *Information Sciences Letters*, *11*(2), 601-611.

Ferrell, O. C., Hartline, M., Hochstein, B. W., & Boivin, M. (2023). *Marketing strategy*. Cengage Canada.

Gopinath, G. (2015). *The international price system*. National Bureau of Economic Research.

Haryani, D. S. (2019). Pengaruh persepsi risiko terhadap keputusan pembelian online di Tanjungpinang. *Jurnal Dimensi*, *8*(2), 198-209.

Khaled, A. S., Alshaketheep, K. M., Tabash, M. I., Azmi Khan, M., & Al-Omari, M. A. (2021). *Impact of COVID-19 on unorganized Indian retail markets*. Available at: https://digitallibrary.aau.ac.ae/handle/123456789/598

Khalid, M., & Rahman, S. U. (2015). Word of Mouth, Perceived Risk and Emotions, Explaining Consumers" Counterfeit Products Purchase Intention in a Developing Country: Implications for Local and International Original Brands. *Advances in business-related scientific research journal*, *6*(2), 145-160.

Kotler, P., & Armstrong, G. (2016). *Principles of Marketing sixteenth edition*. Pearson.

Kotler, P., & Amstrong, G. (2018). *Prinsip-prinsip marketing*. Pasuruan: CV. Penerbit Qiara.

Malla, S., & Yukongdi, V. (2020). Determinants of purchase intention towards counterfeit fashion Products: an enquiry among working professionals in Nepal. *Review of Integrative Business and Economics Research*, *9*, 257-277.

Maney, K. L., & Mathews, S. (2021). A Study of the Impact of Lifestyle on Consumer Purchase Decision of Young Indians. *AIMS International Journal of Management*, *15*(2).

Manus, F. W., & Lumanauw, B. (2015). Kualitas produk, harga, dan kualitas layanan, pengaruhnya terhadap kepuasan pelanggan kartu prabayar Tri di Kelurahan Wawalintouan Tondano Barat. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, *3*(2).

Mardikaningsih, R. (2019). Pengaruh Persepsi Kualitas dan Persepsi Resiko terhadap Keputusan Pembelian Susu Formula. *Ekonomi, Keuangan, Investasi dan Syariah (EKUITAS)*, *1*(1), 1-8.

Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan: pemasaran dan kepuasan pelanggan.* Unitomo press.

Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A study of factors affecting on customers purchase intention. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, *2*(1).

Mongisidi, S. J., Sepang, J., & Soepeno, D. (2019). Pengaruh Lifestyle Dan Harga Terhadap Keputusan Pembelian Sepatu Nike (Studi Kasus Manado Town Square). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, *7*(3).

Narko, D., & Udayana, I. B. N. (2017). Pengaruh trust, store image, dan perceived risk, terhadap purchase intention online shop. *Manajemen Dewantara*, *1*(2), 38-43.

Novianto, W., & Zebua, A. M. (2021). Factors Influencing Decisions to Purchase Counterfeit Fashion Products: Brand Image, Price and Lifestyle (Literature Review Customer Behavior). *Journal of Law, Politic and Humanities*, *1*(4), 154-163.

Pangestu, S. D., & Suryoko, S. (2016). Pengaruh gaya hidup (lifestyle) dan harga terhadap keputusan pembelian (Studi kasus pada pelanggan Peacockoffie Semarang). *Jurnal Ilmu Administrasi Bisnis*, *5*(4), 519-530.

Rahmadi, H., & Malik, D. (2016). Pengaruh kepercayaan dan persepsi risiko terhadap keputusan pembelian e-commerce pada tokopedia. com di Jakarta Pusat. *Jurnal Reformasi Administrasi: Jurnal Ilmiah untuk Mewujudkan Masyarakat Madani*, *3*(1), 126-145.

Roslina, R., & Mahrinasari, M. (2023). Consumers Attitude Towards Purchase Decisions of Counterfeits Fashion Products Moderated by Personal Income. *Journal of Economics, Finance and Management Studies*, *6*(10), 4879-4890.

Said, M., & Mustaking, M. (2020). The Effect of Perceived Quality, Perceived Sacrifice and Perceived Risk on Customers' Perception of Product Value for Electronic Product. *PINISI Discretion Review*, *3*(2), 225-242.

Satrio, D. (2020). Impulse Buying: The Effect of Shopping Lifestyle, Sales Promotion Attractiveness and Understanding of Quality Website. *International Journal of Economic and Business Applied (IJEBA)*, *1*(2), 99-104.

Schiffman, L. G., Wisenblit, J., & Kumar, S. R. (2011). *Consumer Behavior | By Pearson*. Pearson Education India.

Setiawan, Z., Herawati, H., Ratnawita, R., Rijal, S., & Pratiwi, R. (2023). The influence of group conformity, consumer attitude and lifestyle on the purchase decision counterfeit fashion products. *Journal of Economic, Bussines and Accounting (COSTING)*, *6*(2), 2215-2227.

Sucidha, I. (2019). Pengaruh Fashion Involvement, Shopping Lifestyle, Hedonic Shopping Value Dan Positive Emotion Terhadap Impulse Buying Produk Fashion Pada Pelanggan Duta Mall Banjarmasin. *At-Tadbir: jurnal ilmiah manajemen*, *3*(1).

Supriyanto, S., Ronal, R. A., & Melisa, M. (2021). Effect of price and promotion on car purchase decisions at PT Encar Daihatsu Lubuklinggau. *International Journal of Community Service & Engagement*, *2*(1), 42-49.

Ventre, I., & Kolbe, D. (2020). The impact of perceived usefulness of online reviews, trust and perceived risk on online purchase intention in emerging markets: A Mexican perspective. *Journal of International Consumer Marketing, 32*(4), 287-299.

Zhang, X., & Dong, F. (2020). Why do consumers make green purchase decisions? Insights from a systematic review. *International journal of environmental research and public health, 17*(18), 6607.

Vebyla Ronaria Br Siringo Ringo and Audita Nuvriasari