Unveiling The Impact of Face Consciousness and Acquisition Centrality on Counterfeit Buying Intention: The Mediation and Moderation Model

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ABSTRACT: This research explores how face consciousness and acquisition centrality influence intentions to purchase counterfeit goods, with counterfeit attitude serving as a mediator and perceived anonymity as a moderator. This study utilized a survey method and included 284 Indonesian customers. Data was evaluated using SmartPLS software and Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that face consciousness has a negative effect on counterfeit attitudes ($\beta = -0.180$, $p < 0.003$), while acquisition centrality has a positive impact ($\beta = 0.802$, $p < 0.000$). Additionally, counterfeit attitude mediates the relationship between these factors and buying intentions. Perceived anonymity moderates these relationships by weakening the connection between face consciousness and counterfeit attitude ($\beta = -0.114$, $p < 0.020$) but enhancing the link between acquisition centrality and counterfeit attitude ($\beta = 0.326$, $p < 0.000$). These findings show that social concerns and materialistic values strongly influence attitudes and intentions toward counterfeit products. Practical consequences include targeted consumer education to diminish the counterfeit appeal and promote the value of genuine products. Policymakers are asked to tighten restrictions and raise awareness of the economic and ethical consequences of counterfeit products. Marketers can use these data to differentiate their products and appeal to consumers' demand for authenticity.

Keywords: Face Consciousness, Acquisition Centrality, Counterfeit Buying Intention, Counterfeit Attitude, Perceived Anonymity

INTRODUCTION

Prestige and image connotations are the primary reasons why luxury brands are sought-after status symbols (Michaelidou et al., 2021). Their logos are some of the most recognized brand symbols globally. During the past 20 years, the global market for luxury products has grown at an accelerated rate. The study conducted by Bain and Company (2023) projects that the demand for personal luxury products will reach a value of EUR 540–580 billion by 2030, having reached EUR 353 billion in 2022 (D'Arpizio, 2023) Possessing high-end brands like Gucci, Louis Vuitton, and Longchamp offers more than just functional benefits. It also carries a high symbolic value. With rising prices and decreasing availability of real goods, counterfeit products have become a popular substitute for consumers who want to look fashionable without having to pay high fees.

Amid ongoing shifts, understanding consumer behavior has become increasingly vital in Indonesia (Sulistiowati et al., 2024) as businesses navigate significant challenges and adapt to a highly competitive market. Indonesia has a high percentage of its populace using counterfeit goods of the country's 246 million citizens, 171 million have internet access, accounting for 64.8% of the total (APJII, 2018). The study found that around 73% of Indonesian internet users purchase online, with approximately 30% unwittingly acquiring counterfeit products. According to statistics, the fashion and electronics industries are the most affected by counterfeit products. Rijal et al. found that around 60% of e-commerce products, including clothes and accessories, are counterfeit.

The Central Statistics Agency (BPS) estimates that counterfeit goods cost Indonesia more than IDR 65 trillion annually (Falarungi et al., 2020). This poses a huge difficulty for original producers in preserving their market position, resulting in losses and a large decrease in sales. Purchasing counterfeit products can result in financial losses for the consumer, such as problems with the quality of the goods that do not fulfill expectations. In addition, the trafficking of counterfeit goods is detrimental to the economy of the nation since it results in a loss of tax income, estimated to be the equivalent of around 15 trillion IDR annually (Falarungi et al., 2020).

Nearly all age groups are drawn to the Counterfeit brand because of its reputation and the affluent lifestyle that young people lead in an attempt to look opulent (Tampubolon & Sofia, 2024). Customers are usually more satisfied with counterfeit products because of their lower prices and better visual appeal than the original. This phenomenon indicates that psychological and situational factors encourage consumers to choose cheaper products, even when it implies that the cheaper products are not as good as they seem.

Jiang et al. carried out a preliminary investigation into the dynamic relationship between materialism and face consciousness in affecting Chinese customers' intention to buy counterfeit luxury products (Sun, 2024). Indonesian people pay high attention to how others perceive them. Possessing brands can improve social status and give rise to more expensive personal tastes. In most nations, buyers of counterfeit luxury goods are not dishonest. To improve their social status, they purchase phony luxury goods at a significantly lower price than authentic ones, supported by the findings of (Ndereyimana et al., 2021), which suggest that the desire to attain social prestige, drives the acquisition of luxury goods including counterfeit products. This demonstrates how important brand knowledge is in determining consumers' intentions to make purchases (Tania et al., 2023).

Additionally, acquisition centrality, or the importance of having personal belongings in defining an individual's identity, has a significant impact. For many consumers, having a personal item is a way to express oneself and reveal one's social status. A person's desire to utilize luxury items may be influenced by brand reputation, but if their purchasing capacity is limited, they may likely choose to buy counterfeit goods (Tampubolon & Sofia, 2024) Individuals with high acquisition centrality consistently have higher purchasing power as a means of meeting their unique identity and status requirements.

Attitudes toward counterfeit products play a crucial role in assessing the intention to acquire counterfeit products. Additional research by (Tunçel, 2022) demonstrates that consumer perceptions are a significant factor in the proliferation of phony luxury items. Customers' opinions on counterfeit goods differ. While some see them as a more cost-effective option than real luxury goods, others use the argument that premium brands are too pricey to support their purchases.

Technological progress in various fields that enables easier interaction with products and services significantly impacts impulsive buying decisions (Apriyanto et al., 2023), especially within the realm of e-commerce, which allows individuals to hide their identities more conveniently. Anonymity in the purchase of Counterfeit products also plays an important role. Consumers who prefer to remain anonymous during the purchasing process, particularly through online platforms, may have a greater opportunity to purchase products. The global economy has experienced an e-commerce revolution in the last decade. It is crucial to understand non-traditional online practices, such as payment methods, to ensure long-term economic growth (Nuzula & Hidayat, 2023). Counterfeit Buying Intention is a key concept that focuses on consumers' desire to purchase a product that they are aware is counterfeit. Consumers looking for a cheaper alternative to traditional products often choose Counterfeit products. This is especially true when the prices offered by Counterfeit products are significantly lower than those of competitors.

This study seeks to answer the primary question: How does face consciousness influence the intention to acquire counterfeit products? How does acquisition centrality influence attitudes toward counterfeit products? How much does anonymity in online purchases affect this behavior? This study examines the psychological and situational variables influencing counterfeit consumption and makes strategic recommendations. The findings are intended to improve academic literature and provide practical references for business practitioners and policymakers to address this situation.

Based on the background above, the authors have built a research framework as follows:
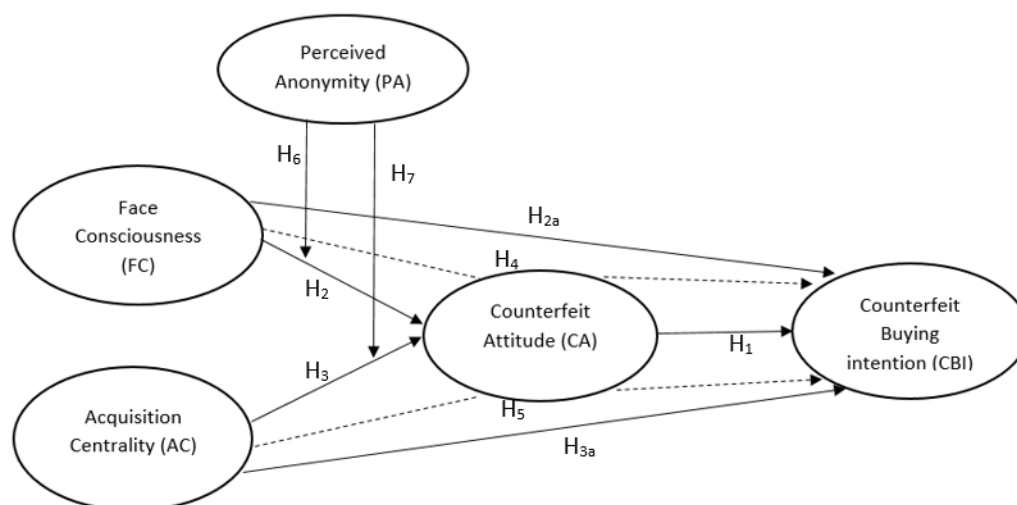
Figure 1. Study Framework

Research Hypothesis

Based on the problem formulation and conceptual framework above, the research hypothesis put forward by the researcher is as follows:

1. H1: Counterfeit attitude (CA) influences counterfeit buying intention (CBI).
2. H2: Face Consciousness (FC) influences Counterfeit Attitude (CA)
3. H2a: Face Consciousness (FC) influences Counterfeit Buying Intention (CBI)
4. H3: Acquisition Centrality (AC) influences Counterfeit attitude (CA)
5. H3a: Acquisition Centrality (AC) influences Counterfeit Buying Intention (CBI)
6. H4: CA mediates the relationship between FC and CBI
7. H5: CA mediates the relationship between AC and CBI
8. H6: PA positively moderates the influence of FC on CA
9. H7: PA positively moderates the influence of AC on CA

METHOD

This research employs a quantitative methodology with a survey design. Using counterfeit attitude as a mediating variable and perceived anonymity as a moderating factor, this qualitative research design seeks to determine and examine the impacts of independent variables (face consciousness and acquisition centrality) on dependent variables (counterfeit buying intention). Using counterfeit attitude as a mediating variable and perceived anonymity as a moderator. This study uses a quantitative causal research approach to evaluate the cause-and-effect links between existing variables.

In this study, "popularity" refers to Indonesian customers with an interest in counterfeit products. Purposive sampling is the selection method employed, which chooses respondents who fit particular requirements. The following are the sample criteria: 18 years of age or older, Indonesian male or female citizen, Intention to buy Counterfeit Products, Having access to and using e-commerce/social media sites. The sample size for this research is 284 respondents. This sample is considered representative

since it satisfies the specified criteria, including persons interested in counterfeit products and active on e-commerce or social networking platforms. Responder selection procedures should coincide with research objectives and relevant populations to prevent sampling bias.

Data collection is conducted online using a survey platform such as Google Forms. The questionnaire uses a 1-5 linkert scale to measure respondents' level of agreement with the statements presented. The questionnaire will be distributed via social media platforms in order to obtain responses that meet the sample criteria. The instrument's validity and reliability were assessed using construct validity tests and Cronbach's Alpha reliability coefficients to ensure that it was appropriate and consistent. A questionnaire item could include a statement like "Considering the price, I prefer to buy counterfeit products online" to assess attitudes towards counterfeit products. To preserve research ethics, participants must provide informed consent before completing the questionnaire, and responder data must be kept confidential. The collected data will only be used for this study and will not be shared without the respondents' permission.

The data analysis method employed was Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 4.0. This technique was chosen because it can handle large models with many variables and assess direct and indirect correlations between variables. The study consists of two stages: the first tests the measurement model's validity and reliability, and the second tests the structural model's interactions with the variables.

RESULT AND DISCUSSION

The following demographics serve as the basis for the analysis of the survey respondents' profiles.

Table 1. Respondent Characteristics

Categories	Items	Frequency	Percentage
Gender	Male	89	31,3%
	Female	195	68,7%
	Total	**284**	**100%**
Age Group	18-25	171	60,2%
	26-35	56	19,7%
	36-45	32	11,3%
	46-50	14	4,9%
	>50	11	3,9%
	Total	**284**	**100%**
Occupation	Student/College Student	149	52,5%

	Civil Servant (PNS)	17	6%
	Private Employee	46	16,2%
	BUMN/BUMD	28	9,9%
	Self-employed	24	8,5%
	Laborer	8	2,8%
	Unemployed	11	3,9%
	Honorary Teacher	1	0,4%
	Total	**284**	**100%**
Residence	Sumatera	36	12,7%
	Jawa	152	53,5%
	Bali	14	4,9%
	Nusa Tenggara	6	2,1%
	Kalimantan	46	16,2%
	Sulawesi	15	5,3%
	Maluku	4	1,4%
	Papua	9	3,2%
	Other (Jakarta, Bandung)	2	0,8%
	Total	**284**	**100%**
Monthly income (for those who are already employed)	Less than 3 million	78	27,5
	IDR 3 million to IDR 5 million	54	19%
	IDR 5 million to IDR 10 million	40	14,1%
	More than IDR 10 million	19	6,7%
	Not employed	93	32,7%
	Total	**284**	**100%**
Monthly allowance (for those who are Not yet employed)	Less than 1 million	105	37%
	IDR 1 million to IDR 2 million	61	21,5%
	More than IDR 3 million	28	9,9%
	Already employed	90	31,7%

Total		**284**	**100%**

According to the data, respondents are mostly women (31.3%), with an average age range of 18-25 years (60.2%). The majority of the respondents are students, comprising 52.5%. The majority of responses (53.5%) come from Java, (16.2%) come from Kalimantan, and (12,7%) come from Sumatra. Employed individuals have an average salary of less than IDR 3 million, And 32.7% is dominated by those who are unemployed. In contrast, the average pocket money for all respondents is less than IDR 1 million, and (31.7%) is dominated by those who are employed.

Convergent Validity

The results of testing convergent validity for the variables in the study configuration are constructed as follows.

Table 2. Measurements and outer loading

Constructs	Items	Code	Factor loading
Face Consciousness	It's important to me that others like the things I buy.	FC 1	0,921
	Sometimes, I buy a product because my friends are buying it too.	FC 2	0,900
	A brand is a good way to distinguish people from one another.	FC 3	0,884
	Mentioning the products and brands I buy gives me a sense of prestige.	FC 4	0,909
Acquisition Centrality	The things I own are all important to me.	AC 1	0,840
	I enjoy spending money on things that are not practical.	AC 2	0,722
	I would be happier if I could buy more items.	AC 3	0,839
	Buying things gives me a lot of pleasure.	AC 4	0,844
	Sometimes, I feel quite upset because I can't afford all the things I want.	AC 5	0,690
Counterfeit Attitude	Considering the price, I prefer to buy counterfeit products online.	CA 1	0,903
	I enjoy buying counterfeit luxury products from online e-commerce sites.	CA 2	0,869

	Buying cheaper versions of original brands online benefits consumers.	CA 3	0,898
	There's nothing wrong with buying counterfeit versions of original brands.	CA 4	0,884
	In general, purchasing counterfeit premium products is a better choice.	CA 5	0,828
Counterfeit Buying Intention	I would consider purchasing counterfeit luxury products online for a friend.	CBI 1	0,903
	I intend to buy counterfeit products.	CBI 2	0,901
	My desire to purchase counterfeit products is quite high.	CBI 3	0,906
	I tend to buy counterfeit products.	CBI 4	0,889
	I want to own counterfeit products.	CBI 5	0,933
Perceived Anonymity	It is difficult for others to identify me when I shop for fake items online.	PA 1	0,929
	When I shop online, I am confident that others do not know who I am.	PA 2	0,889
	I like it when my identity remains unknown to others while shopping online.	PA 3	0,921
		PA x AC	1,000
		PA x FC	1,000

We examined the average variance extracted (AVE) values and outer loadings to determine how well the items clustered together to measure the same construct in order to determine convergent validity. While low values suggest that the indicator does not sufficiently reflect the construct, high values indicate that the indicator accurately depicts the construct it is intended to measure (Hair et al., 2019). In PLS-SEM research, outer loading values are generally assessed against certain threshold levels. Convergent validity can be measured through outer loading values, with indicators above 0.7 considered valid and reliable (Chasanah & Mathori, 2021) The outer loading values in this research range from 0.82 to 1.000, demonstrating that these indicators are strong representations of the construct being measured (Hair et al., 2019). There are outer loading values that are around 0.690; however, many researchers often accept values above 0.60 in exploratory research contexts (Hair et al., 2019). The AVE values in this research range from 0.639 to 0.834, indicating that all values exceed the recommended threshold of greater than 0.50 (Hair et al., 2019). Therefore, all constructs exhibit AVE values above the threshold.

Table 3. Construct Reliability

Construct	Cronbach's alpha	Composite Reliability	AVE
AC	0,866	0,906	0,639
CA	0,925	0,925	0,769
CBI	0,946	0,954	0,822
FC	0,925	0,934	0,816
PA	0,901	0,920	0,834

Cronbach's alpha and composite reliability are the two main techniques used in quantitative research to evaluate the dependability of constructs. Internal consistency is indicated by higher Cronbach's alpha values, which range from 0 to 1. In general, alpha values above 0.7 are thought to be enough to demonstrate acceptable reliability, although values above 0.8 are regarded as exceptional (None et al., 2024). For composite reliability, a value greater than 0.7 is usually expected (Chubukova et al., 2019). The reliability analysis shows that the variables have Cronbach's alpha and composite reliability values exceeding 0.7, indicating that all variables are acceptable.

Table 4. Discriminant Validity

	AC	CA	CBI	FC	PA
AC	0,799				
CA	0,682	0,877			
CBI	0,113	0,233	0,906		
FC	0,580	0,360	0,202	0,903	
PA	0,174	0,272	0,849	0,132	0,913

Discriminant validity, as defined by Fornell and Larcker (1981), pertains to the degree to which constructs within a research model can be differentiated from one another. The $\sqrt{AVE}$ of each construct should exceed the correlation between that construct and other constructs. The results presented in Table 4.4 confirm that this criterion is satisfied, indicating that the constructs possess good discriminant validity.

Table 5. R Square

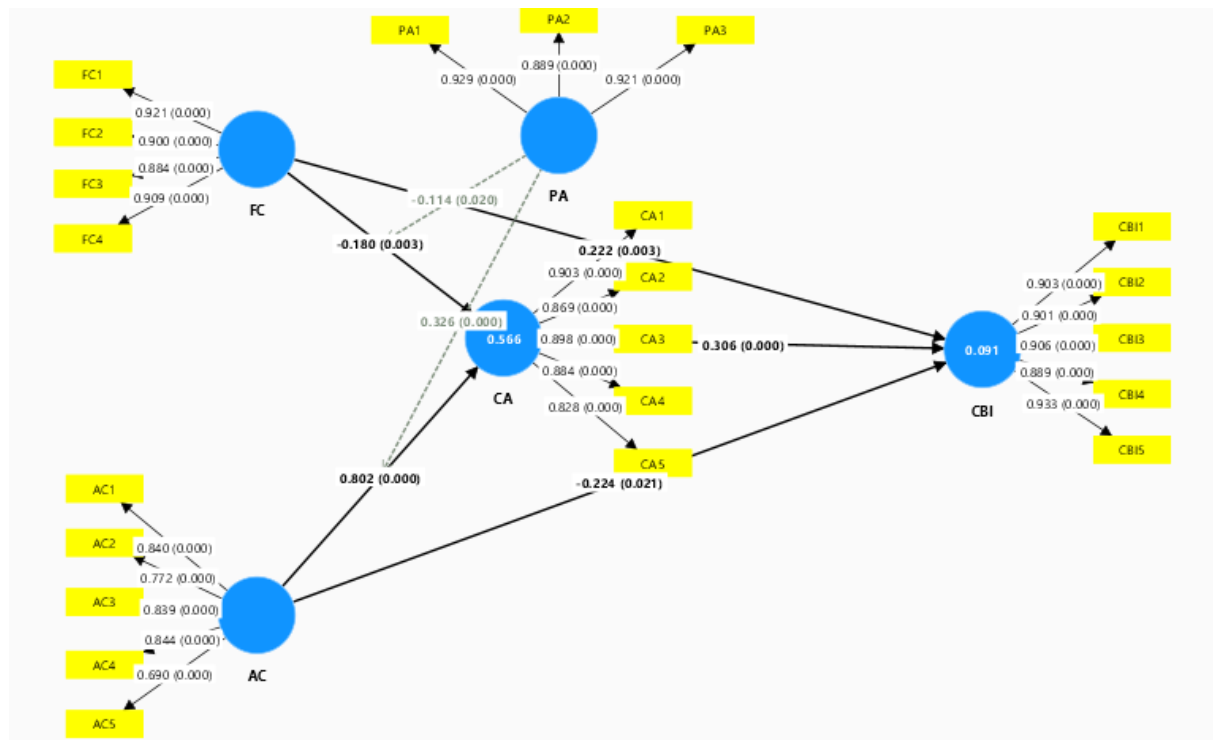|	R Square	R Square Adjusted
CA	0,566	0,558
CBI	0,091	0,081

Figure 2. Structural equation modeling

Figure 2 shows the findings of the path analysis, p-value, and structural equation modeling (SEM). The independent and dependent CBI variables account for 56% of the variance in CA, according to the CA variable's R2 value of 0.566. This suggests that the model has a high capacity for prediction. Meanwhile, the R2 value for CBI is 0.091, showing that 0.566 provides a stronger explanation of the variance in the data.

Hypothesis testing

The findings regarding the relationship between variables in the study framework are outlined as follows.

Table 6. Hypotheses testing

hypotheses	variables	Original sample (O)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Description
H1	CA -> CBI	0,306	0,085	3,589	0,000	Accepted
H2	FC -> CA	-0,180	0,061	2,952	0,003	Accepted
H2a	FC -> CBI	0,222	0,074	3,000	0,003	Accepted
H3	AC -> CA	0,802	0,051	15,754	0,000	Accepted
H3a	AC -> CBI	-0,224	0,097	2,306	0,021	Accepted

H4	FC -> CA -> CBI	-0,055	0,024	2,332	0,020	Accepted
H5	AC -> CA -> CBI	0,245	0,068	3,632	0,000	Accepted
H6	PA x FC -> CA	-0,114	0,049	2,323	0,020	Accepted
H7	PA x AC -> CA	0,326	0,042	7,755	0,000	Accepted

R-square values, beta values, and t-values were obtained through bootstrapping in order to evaluate the structural equation model and test the study's hypotheses (Hair J. F. Hult, G. T. M. Ringle, C. M. Sarstedt, 2017). This analysis determines whether each hypothesis is supported. Table 4.6 reveals that all hypotheses are supported. The first hypothesis (H1), which examines the impact of Counterfeit Attitude on Counterfeit Buying Intention, finds a substantial positive effect (B = 0.306, t = 3.589, p < 0.000). This study found that positive attitudes toward counterfeit products increase the likelihood of acquiring them. The second hypothesis (H2) investigates how Face Consciousness influences Counterfeit Attitudes. The study demonstrates a significant negative connection (B = -0.180, t = 2.952, p < 0.003), demonstrating that heightened face consciousness leads to negative views toward counterfeit products. This suggests that buyers prioritize their social image and avoid counterfeit products.

Hypothesis H2a demonstrates that Face Consciousness has a positive and substantial effect on Counterfeit Buying Intention (B = 0.222, t = 3.000, p < 0.003). Research shows that those who value their image are more inclined to purchase counterfeit products, highlighting the importance of social identity in consumer purchasing decisions. The third hypothesis (H3) examines the association between Acquisition Centrality and Counterfeit Buying Intention, revealing a significant positive correlation (B = 0.802, t = 15.754, p < 0.000). Research suggests that persons with a strong desire to acquire products are more inclined to purchase counterfeit items. H3a reveals a negative correlation (B = -0.224, t = 2.306, p < 0.021) between Acquisition Centrality and Counterfeit Attitude, indicating that pursuing acquisition may lower positive attitudes toward counterfeits.

(H4) indicates negative mediation (B = -0.055, t = 2.332, p < 0.020). This finding implies that the mediation diminishes the association between face consciousness and counterfeit buying intention. While face consciousness promotes counterfeit purchasing, its effect is moderated by attitudes toward counterfeits. Hypothesis H5 shows that Acquisition Centrality plays a significant and positive role in mediating Counterfeit Buying Intention (B = 0.245, t = 3.632, p < 0.000). This supports the notion that acquisition centrality directly influences consumers' likelihood of purchasing counterfeit products. The moderating effect of Perceived Anonymity (H6) on the link between Face Consciousness and Counterfeit Attitude is significant but negative (B = -0.114, t = 2.323, p < 0.020), showing that anonymity weakens the relationship while remaining significant. H7 demonstrates a significant positive moderation between Acquisition Centrality and Counterfeit Attitude (B = 0.326, t = 7.755, p < 0.000), indicating that a higher acquisition emphasis leads to a more positive attitude toward counterfeits.

Based on the analysis, the first hypothesis is supported, showing that a positive attitude toward counterfeit products is associated with a greater intention to purchase them. This conclusion supports

the introduction's claim that situational and psychological factors, including price sensitivity and desire for symbolic status, impact consumer behavior in Indonesia. This indicates that individuals who hold permissive or favorable views toward counterfeit items are more likely to ignore legality and authenticity concerns, instead prioritizing aspects such as price or the status associated with these products. This finding aligns with studies by (Tseng et al., 2020) and (Garas et al., 2022), which identified attitude as a key influence on counterfeit purchase intention, highlighting that a more positive perception of counterfeit goods leads to a higher likelihood of buying them. Consumers with permissive attitudes often use neutralization techniques to resolve ethical conflicts when considering counterfeit purchases. To lessen the appeal of counterfeit items, marketers and governments should raise public knowledge about their risks and ethical implications.

The second hypothesis is supported as well, indicating that face consciousness has a negative impact on counterfeit attitudes. In collectivist societies like Indonesia, individuals prioritize maintaining their social reputation, which supports the theory given in the introduction (Jiang et al., 2023). This suggests that individuals with high social awareness tend to view counterfeit goods negatively, as they are concerned with maintaining social image and status by using genuine products and avoiding the risk of reputational harm from using counterfeit items. Research supports this, showing that people with high social awareness often have negative attitudes toward counterfeits due to a desire to preserve social image and avoid the risk of exposure (Jiang et al., 2023), (Ganbold & Gantulga, 2023), (Wu & Zhao, 2021). Positioning real products as symbols of prestige is crucial for reducing counterfeit purchases among socially concerned buyers.

The second (2a) hypothesis that face consciousness positively correlates with counterfeit buying intention (CBI) is also supported. This coincides with the introduction's explanation of the paradox where individuals value social image but choose counterfeits owing to financial restrictions to maintain an illusion of prestige (Bhatia, 2018). Individuals with a strong desire to maintain a social image may buy counterfeit items as a way to project status at a lower cost, finding counterfeit products appealing as they convey an illusion of prestige (Ganbold & Gantulga, 2023), (Bhatia, 2018). Luxury firms can offer more accessible product lines to suit demand while remaining ethical.

The third hypothesis, stating that acquisition centrality positively influences counterfeit attitudes, is accepted. Individuals who prioritize ownership tend to view counterfeit products positively as a way to achieve status and ownership without high expenses. Positive experiences with counterfeit items can strengthen a favorable attitude toward them (Singh et al., 2021), (Moon et al., 2018). To address this, original product manufacturers should focus on innovation and product differentiation to provide clear value to consumers, which may help shift their attention from counterfeit to genuine products.

The analysis supports the third (3a) hypothesis, which states that acquisition centrality negatively correlates with counterfeit buying intention (CBI). This backs up the idea from the beginning that greed and seeing things as a way to show who you are greatly affect how people behave as consumers. Consumers with high acquisition centrality may initially favor counterfeit products, but their strong value for authenticity and quality reduces their buying propensity (Paschina, 2023) This implies that people who value ownership more highly tend to prefer authentic products, reducing their interest in counterfeit goods. This suggests that, while people may have a positive attitude toward counterfeit items, becoming aware of the risks can diminish their counterfeit buying intention. Moral and ethical

considerations also influence purchasing decisions (Albarq, 2015), (Li et al., 2018), (Paschina, 2023). To further this shift, consumer education on quality differences between genuine and counterfeit products is crucial, as heightened awareness can reduce the intention to buy counterfeit products (Singh et al., 2021) Policymakers can use this to educate customers on the long-term benefits of authentic items.

A counterfeit attitude toward CBI mediates the fourth hypothesis, which posits that face consciousness is accepted with a negative relationship. While face consciousness can promote a positive attitude toward counterfeit items, negative perceptions about product quality can reduce purchasing intention. This supports the introduction's premise that social image concerns play a dual function, boosting initial interest in counterfeits but deterring final purchases due to reputational or quality hazards. Research supports that social image awareness can drive interest in counterfeits, but negative perceptions of authenticity and quality lessen purchase likelihood (Avcı, 2024), (Wu & Zhao, 2021). Public education efforts highlighting the hazards and disadvantages of counterfeit products may reduce their attractiveness, especially among socially concerned consumers.

The fifth hypothesis, which is accepted with a positive impact, suggests that individuals with high acquisition centrality tend to develop a favorable attitude toward counterfeit products, which enhances their buying intention. Studies indicate that individuals with high social awareness may be drawn to counterfeits to maintain their self-image, but negative perceptions of quality can reduce their purchase intention (Ganbold & Gantulga, 2023). As stated in the introduction, acquisition centrality emphasizes materialism and ownership as fundamental aspects of self-identity. Policymakers can use this understanding to create restrictions and consumer awareness initiatives that highlight the ethical and societal impact of counterfeit buying.

The sixth hypothesis, stating that perceived anonymity moderates the relationship between face consciousness and counterfeit attitude, is accepted with a negative impact. This indicates that higher levels of anonymity reduce the influence of face consciousness on a positive attitude toward counterfeits. Research by (Samaddar et al., 2023) shows that, in online counterfeit purchases, higher anonymity weakens the impact of face consciousness on attitudes toward counterfeit items. Individuals who view themselves as nameless may feel less driven to maintain their social image. Research suggests that perceived anonymity can contribute to a more positive attitude towards harmful activity, as people feel less limited by social standards. Individuals who view themselves as nameless may feel less driven to maintain their social image. Research suggests that perceived anonymity can contribute to a more positive attitude towards harmful activity, as people feel less limited by social standards (Vrselja et al., 2023).

The seventh hypothesis, which posits that perceived anonymity moderates the relationship between acquisition centrality and counterfeit attitude with a positive impact, is also accepted. This study supports the idea that anonymity can reduce psychological obstacles to unethical activity, as mentioned in the introduction. This indicates that higher perceived anonymity strengthens the impact of acquisition centrality on positive attitudes toward counterfeits (Samaddar et al., 2023). In anonymous contexts where pecuniary desires trump social considerations, acquisition centrality accords with individualistic beliefs (Barlett, 2015). According to Masoom (2020), anonymity can reduce perceived risks of purchasing counterfeit items, encouraging urban customers to follow desired lifestyles (Masoom, 2020). Marketers need to consider that anonymity influences attitudes toward counterfeits. Therefore,

strategies emphasizing authenticity and quality should target identified consumers, especially in online settings. E-commerce platforms can prevent anonymous counterfeit buying by boosting openness and implementing identity verification methods.

The study's concentration on Indonesian consumers limits its applicability to other cultures. Future research should examine cross-cultural comparisons to better understand the differences in counterfeit consumption practices across collectivist and individualistic societies. Furthermore, dependence on self-reported data may result in response biases. Experimental studies involving simulated purchase scenarios may provide more robust insights into consumer decision-making processes. Expanding the scope to include demographic parameters, such as income level, urban versus rural settings, and educational backgrounds, can reveal more nuanced trends in counterfeit buying intention.

CONCLUSION

The research highlights key factors influencing customers' intentions to purchase counterfeit products. The findings show that counterfeit attitudes have a considerable impact on counterfeit buying intentions. Consumers are more likely to buy counterfeit products if their impressions of them are positive. Individuals with high face consciousness, on the other hand, are more likely to have negative attitudes about counterfeit goods. The study found that greater perceived anonymity mitigates the harmful impact of face consciousness on counterfeit attitudes.

Further findings indicate a positive relationship between acquisition centrality and counterfeit attitude. When people place high importance on material goods as status symbols (acquisition centrality), they are more inclined to be favorable about counterfeit products. Perceived anonymity is a mediator, increasing the favorable relationship between acquisition centrality and counterfeit attitudes. When people feel more anonymous, the urge to demonstrate their status through legitimate products decreases, making those with high acquisition centrality more receptive to counterfeits since they think less scrutinized by others. As a result, apparent anonymity reinforces the favorable counterfeit attitude in persons with a high acquisition centrality.

The study findings have important consequences for marketers, policymakers, and consumers. The findings show that marketers differentiate their products by stressing authenticity and quality to appeal to consumers who respect real status symbols. Policymakers should prioritize improving public knowledge about the larger ramifications of counterfeit goods, such as ethical and economic consequences, while enacting stronger restrictions to restrict access to such products. Understanding the psychological and sociological variables influencing consumer attitudes toward counterfeit products can lead to better counterfeit buying decisions.

With a large sample size of 284 respondents, this study provides a solid foundation for comprehending these processes. However, more research in different cultural and socioeconomic contexts is needed to improve the validity and generalizability of these findings. Additional characteristics and consumer qualities can shed light on the complicated factors influencing counterfeit attitudes and buying intentions.

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