

ABSTRACT

Branded shoes that are widely circulated in the industrial market in Indonesia today come from both foreign and domestic. However, with a high price level, not everyone can afford to buy products from these luxury brands, this is the background of the rise of counterfeit products in Indonesia. The high consumer interest in luxury brands often clashes with financial capabilities, so for individuals who still want to associate themselves with luxury products, your products are an alternative. Products that violate trademarks, copyright infringement, imitation packaging, labels and brands are part of counterfeiting. Counterfeit products or counterfeit products or often known as kw products in Indonesia are often problems that still cannot be completely resolved. Keep in mind the term product is a term that indicates that the goods are counterfeit goods. The rise of sales and purchases of counterfeit products in Indonesia is still an interesting case for further research and therefore this research needs to be done to identify why consumers in Indonesia are still happy to consume counterfeit products compared to buying the original product. Though the public knows that the goods are illegal goods not to mention low quality. The purpose of this study is to determine and analyze consumer buying interest in imitation Vans shoes products in Indonesia, the factors that encourage the interest in buying imitation Vans shoes products in Indonesia & the dominant factors that encourage interest in buying imitation Vans shoes products in Indonesia.

The method used is quantitative with data analysis using descriptive analysis and factor analysis. The respondents of this study are consumers who have made a purchase of imitation Vans shoes in Indonesia. A sample of 100 respondents were obtained using a purposive sampling technique.

Based on the analysis of the results of the research and discussion that has been described regarding the buying interest factors, a percentage of 69.6% can be obtained. And the results of factor analysis show that out of 12 factors, 3 new factor components are formed, namely factor 1 component consisting of (brand image, lifestyle, product knowledge, product quality, hedonic benefits & economic benefits). The factor 2 component consists of (price, religiosity, materialism & past-experience). Component factor 3 consists of (ethical concern & attitude toward lawfulness).

This study concluded that the buying interest factor obtained a percentage of 69.6%. This means that it shows the buying interest of consumers who have bought imitation Vans shoes in Indonesia in the good category. Factors driving the interest in buying imitation Vans shoes in Indonesia are price 71.4%, brand image 59.7%, lifestyle 65.3%, product knowledge 64.6%, product quality 59.1%, religiosity 64 , 2%, ethical concern 85.5%, attitude toward lawfulness 81.5%, hedonic benefits 76%, materialism 75.2%, economic benefits 58.6%, past-experience 71%. And the dominant factor influencing buying interest in purchasing imitation Vans shoes in Indonesia is factor 1 brand image

Keywords: buying interest, price, brand image, lifestyle, product knowledge, product quality, religiosity, ethical concern, attitude toward lawfulness, hedonic benefits, materialism, economic benefits, past-experience