



Analyzing the Impact of Brand Image on Purchasing Decisions for Imitation Fashion Products

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Article History

Received
09 December 2023

Accepted
22 June 2024

Published
25 October 2024

Abstract. This research aims to determine the impact of brand image on purchasing decisions for imitation fashion products, focusing on brand image dimensions such as brand association strength, uniqueness, and favorability. The purchasing decision factors examined include product loyalty, purchasing habits, recommending to others, and repeat purchases. A survey method with a quantitative approach was employed, and data were analyzed using the Chi-Square method. The findings indicate that the most significant brand image factor is the favorability of brand association, contributing 52%, while purchasing habits exert the greatest influence on purchasing decisions, accounting for 61.6%. The data analysis revealed a value of $0.00 < 0.05$, indicating a significant correlation between brand image and purchasing decisions. For every 1% improvement in brand image, purchasing decisions increase by 20.275%.

Keywords: Brand image, purchase decision, fashion, imitation.

INTRODUCTION

The fashion industry today has sparked a phenomenon of clothing consumerism in Indonesia. According to 2022 data from Reportal Indonesia's "Ecommerce: Consumer Goods Categories," spending on fashion products reached \$8.98 billion annually. This indicates that fashion is no longer just a basic necessity but has evolved into a lifestyle, driving increasing demand for fashion products in Indonesia and pushing garment companies to produce rapidly and in large quantities.

According to research conducted by the financial technology (fintech) company PT. FinAccel Technology Indonesia (Kredivo) in collaboration with Katadata Insight Center in 2019, both men and women show a strong preference for purchasing fashion products and accessories. Approximately 39.3% of male users and 55% of female users buy fashion and accessories. The study by Kredivo and Katadata Insight Center (as cited in Muazam, 2020) also found that fashion products are most frequently purchased online by Generation Z (aged 15-22) and millennials (aged 23-38), with a combined share of 30%. This trend aligns with Katadata Insight Center's research, which shows that the majority of fashion product buyers are from the 18-and-over age group (Hidayat A., A., N., 2020).

The fashion creative industry has a significant influence on consumer behavior, encouraging people to stay updated with the latest trends. This has led to intense competition among fashion brands as they vie for consumer attention and purchasing power. According to Alhadi and Farah Oktafani (2020), companies are increasingly focused on shaping consumer perceptions through strong brand images in this competitive environment. A survey titled "Indonesia in 2022: Looking at Fashion Trends & Economic Revival," reported by Populix, highlights that Adidas is the favorite fashion brand, favored by 40% of respondents, predominantly men. H&M follows closely with 39%, largely preferred

by women, while Converse ranks third with 34% of respondents. Uniqlo and Nike round out the top five, with 31% and 30%, respectively.

The brand image of a fashion product reflects the extent to which consumers are willing to pay a premium for a specific brand, even when similar quality products are available at lower prices. As a result, the profit margin of a product is heavily influenced by its brand image, making it crucial to effectively manage and maintain the perceived value of that brand (Peter et al., 2007).

Each brand in the market offers a variety of fashion products with distinct uniqueness. Popular brands in Indonesia are highly sought after by consumers, which unfortunately creates opportunities for fraudulent practices, such as the production of imitation fashion items. One example is the local brand Jiniso, an original Indonesian fashion brand specializing in jeans. However, many Chinese products that mimic local Indonesian brands are sold on platforms like TikTok at prices below the cost of goods sold (COGS). The price gap between local products and these imported Chinese imitations ranges from 20% to 30%, which negatively affects Jiniso. Additionally, well-known international brands like Louis Vuitton, Gucci, Burberry, Tiffany, Prada, Hermes, Chanel, Dior, Yves Saint Laurent, and Cartier are frequently counterfeited in Indonesia (Yoo & Lee, 2009).

The circulation of imitation fashion products poses a significant challenge to Indonesia's creative industry. According to a 2020 study on the economic impact of counterfeiting conducted by MIAP and the Institute for Economic Analysis of Law & Policy at Universitas Pelita Harapan (IEALP UPH), several product categories are highly susceptible to counterfeiting: software (84.25%), cosmetics (50%), pharmaceuticals (40%), clothing and leather goods (38%), food and beverages (20%), and automotive parts and lubricants (15%). Counterfeiting activities have led to significant economic losses, exceeding Rp291 trillion.

A 2010 study by LPEM FEUI indicated that the high prevalence of counterfeit products in Indonesia is driven not only by their availability but also by consumer demand for these imitation goods. The desire for counterfeit fashion items, coupled with low consumer awareness, influences purchasing behavior. According to Kotler & Armstrong (2018), consumers make decisions every time they purchase a product, and marketers heavily rely on these purchasing decisions.

One key factor in purchasing decisions is brand image. Brand image plays a crucial role in modern marketing by drawing consumer attention and creating a strong brand identity. This image shapes consumers' perceptions of a product and motivates them when choosing between products (Fatmawati & Soliha, 2017). Supriyadi et al. (2017) note that consumers tend to prefer well-known brands over unfamiliar ones, as they associate these brands with reliability, availability, and consistent quality.

This background highlights the gap between the perceived value of a brand's image and consumers' ability to afford authentic products. As a result, some consumers turn to imitation products, overlooking their potential negative impact. This research aims to analyze the influence of brand image on purchasing decisions for imitation fashion products.

METHOD

This research employs a survey method with a quantitative approach, utilizing a quantitative associative research design. The study targets respondents aged 18-28 years in the DKI Jakarta area who have purchased imitation fashion products in the categories of clothing, accessories, and millinery. A non-probability sampling technique, specifically purposive sampling, was used. Since the population is considered unlimited and the exact number is unknown, a sample size of 125 respondents will be used. Data collection will be conducted through a mixed questionnaire to facilitate easier responses from participants and provide a broader understanding of their answers. The data gathered will be quantitative, measured using a Likert scale with four categories: Strongly Agree = 4, Agree = 3, Disagree = 2, and Strongly Disagree = 1.

RESULT AND DISCUSSION

TABLE 1. Respondent characteristics data based on gender.

Gender	Frequency	Percentage
Female	86	68.8%
Male	39	31.2%
Total	125	100%

Based on **TABLE 1**, the majority of respondents are female, accounting for 68.8%, while male respondents make up 31.2% of the total 125 respondents. This indicates that female respondents are more likely to purchase imitation fashion products compared to their male counterparts.

TABLE 2. Respondent characteristics data based on age.

Age	Frequency	Percentage
18 – 19	7	5.6%
20 – 21	41	32.8%
22 – 23	50	40%
24 – 25	10	8%
26 – 27	12	9.6%
28	5	4%
Total	125	100%

Based on **TABLE 2**, the age distribution of respondents shows that 40% are aged 22–23 years, 32.8% are aged 20–21 years, and 9.6% are aged 26–27 years. This data indicates that respondents aged 22–23 years are the dominant group in purchasing imitation fashion products.

TABLE 3. Respondent characteristics data based on job.

Job	Frequency	Percentage
Students	2	1.6%
College Student	101	80.8%
And others	22	17.6%
Total	125	100%

Based on **TABLE 3**, student respondents make up the largest group, accounting for 80.8%. Respondents from other categories, such as housewives, content creators, freelancers, makeup artists, private employees, graphic designers, and teachers, comprise 17.6%, while respondents from the student category account for 1.6%. This data indicates that students are the most frequent buyers of imitation fashion products.

TABLE 4. Respondent characteristics data based on income average earnings.

Income	Frequency	Percentage
Rp. 0 – Rp. 500.000	42	33.6%
Rp. 550.000 – Rp. 1.050.000	21	16.8%
Rp. 1.100.000 – Rp. 1.600.000	21	16.8%
Rp. 1.650.000 – Rp. 2.150.000	12	9.6%
Rp. 2.200.000 – Rp. 2.700.000	7	5.6%
> Rp. 2.700.000	22	17.6%
Total	125	100%

Based on Table 4, respondents with an income of Rp. 0 – Rp. 500,000 rank first, representing 33.6%, followed by respondents earning more than Rp. 2,700,000 at 17.6%. Respondents earning between Rp. 550,000 – Rp. 1,050,000

and Rp. 1,100,000 – Rp. 1,600,000 each account for 16.8%. This data indicates that respondents with an income of Rp. 0 – Rp. 500,000 are the most frequent buyers of imitation fashion products.

TABLE 5. The intensity of buying imitation fashion products respondents.

Intensity	Frequency	Percentage
1 Time	48	38.4%
2 – 5 Times	71	56.8%
>5 Times	6	4.8%
Total	125	100%

Based on **TABLE 5**, respondents who have purchased imitation fashion products 2-5 times represent 56.8%, followed by those who have bought them only once at 38.4%, and respondents with an intensity of more than 5 times at 4.8%. This data indicates that the majority of respondents in this study have bought imitation fashion products 2-5 times.

Brand Image (X) Variable Data Results

The following is the data from the research results of each indicator on the brand image variable, as follows:

TABLE 6. Brand image variable result data.

Indicator	Very low	Low	High	Very High
Power of Association Brand	2.4%	4.8%	48%	44.8%
Power of Association Brand	2.4%	4%	51.2%	42.4%
Power of Association Brand	2.4%	4%	52%	41.6%

Based on **TABLE 6**, the indicator with the highest influence on the brand image variable is the favorability of brand association, with 52% in the high category. This suggests that the liking of brand association instills confidence in the brand's attributes and benefits, fulfilling consumer needs and desires, thereby creating a positive impression that can influence purchasing behavior or decisions. This aligns with the statement by Loviga & Febriyantoro (2023), which suggests that a well-formed brand image serves as a valuable experience for consumers and can be maintained to boost future sales, ensuring consumers remain confident in their purchasing decisions.

The following is the data from research on brand image variables, as follows:

TABLE 7. Brand image variable assessment.

Category	Frequency	Percentage
Very Low	2	1.6%
Low	3	2.4%
Tall	60	48%
Very High	60	48%

Based on **TABLE 7**, the brand image variable falls into the very high and high categories, each accounting for 48%. This indicates that the majority of respondents place significant importance on the brand image of the products they purchase.

The influence of brand image perceived by consumers on a fashion product brand significantly contributes to purchasing decisions, with key indicators including the strength of brand association, uniqueness of brand association, and liking of brand association. This aligns with the findings of Maulfinadifa & Hadi (2023), who identified several factors that support a brand's image, including reputation, recognition, excellence, and distinctive characteristics that differentiate it from competitors. A strong brand image encourages producers to continuously strengthen and solidify a positive perception in consumers' minds. A well-established brand image allows consumers to easily recognize a product, assess its quality, make informed purchasing decisions, reduce perceived risk, and ultimately experience greater satisfaction.

Data Results Purchase Decision Variable (Y)

The following is the data from the research of each indicator on the purchase decision variable, as follows:

TABLE 8. Purchase decision variable result data

Indicator	Very low	Low	High	Very High
Stability in a product	3.2%	4%	45.6%	47.2%
Habit of buying products	4%	5.6%	61.6%	28.8%
Providing recommendations to others	4.8%	17.6%	57.6%	20%
Making repeat purchases	5.6%	12.8%	52.8%	28.8%

Based on **TABLE 8**, the indicator with the greatest influence on the purchasing decision variable is the product buying habits, with 61.6% in the high category. Buying habits are formed through experience, familiarity with product information, and consistent use of the product, leading to a sense of comfort and reluctance to try new products. This aligns with the findings of Muna & Sulaiman (2020), who state that consumers tend to make quick decisions when purchasing products that have become habitual, which, in turn, enhances future purchasing decisions.

The following is data from research on purchasing decision variables, as follows:

TABLE 9. Purchase decision variable assessment.

Category	Frequency	Percentage
Very Low	4	3.2%
Low	5	4%
Tall	74	59.2%
Very High	42	33.6%

Based on **TABLE 9**, shows that the purchase decision variable is in the high category with a percentage of 59.2%. This indicates that most respondents make decisions in purchasing products.

Consumer purchasing decisions on imitation fashion products are strongly influenced by several key indicators, including product stability, buying habits, providing recommendations to others, and making repeat purchases. This is consistent with the research of Agustina & Zaki (2023), which states that purchasing decisions are the final choices consumers make about whether to buy a product or service, often accompanied by specific considerations. These decisions emerge when consumers feel confident in the product, shaping their future attitudes and purchasing behaviors.

Chi-Square Test

The following are the results of the chi-square data analysis test in this study, as follows:

Table 10. Chi-square result.

	Value	Df	Sig
Continuity Correction	25.094	1	0.000

Based on the **TABLE 10**, the value obtained is 0.000 and will be compared with the value of alpha (α) = 0.05.

In stating the results of this research hypothesis, it will be adjusted to the results of the research hypothesis, as follows:

Ho = There is no influence between brand image on the purchase decision of imitation fashion products.

Ha = There is an influence between brand image on the purchase decision of imitation fashion products.

Hypothesis Test Results:

If the value of $\rho > \alpha$ (0.05) = Ho is accepted.

If the value $\rho < \alpha$ (0.05) = Ho is subtracted.

Based on the data from the chi square test, it produces a value of ρ 0.000 < 0.05 (α) and it can be concluded that Ho is rejected and Ha is accepted. These results show that the hypothesis is accepted and it can be stated that there

is an influence between brand image on the purchase decision of imitation fashion products. The more significant the influence of brand image will affect the higher the purchase decision of imitation fashion products.

Table 11. Risk estimate.

Odds Ratio for Brand Image (High/Very High)	Value	95% Confidence Interval	
		Lower	Upper
	20.275	5.115	80.360

Based on **TABLE 11**, the odds ratio (OR) value is 20.275. This indicates that for every improvement in brand image, the likelihood of a purchasing decision increases by 20.275 times. In other words, a higher brand image significantly boosts the chances of making a purchase decision by 20.275 times compared to a lower brand image.

CONCLUSION

There is a significant influence of brand image on the purchasing decisions of imitation fashion products. A stronger brand image leads to higher purchasing decisions for these products. In this study, brand image falls within the very high category, indicating that respondents place considerable importance on the brand image of imitation fashion products. This reflects their perceptions and familiarity with the brand. The indicator with the greatest effect on brand image is the favorability of brand associations, which is rated in the high category. This suggests that a positive brand image fosters consumer trust and satisfaction with the product's attributes. Factors contributing to brand association preferences include easy-to-pronounce brand names, recognizable logos, product accessibility, product benefits, availability of multiple product options, and competitive pricing compared to similar products.

In terms of purchasing decisions, this study places respondents in the high category, indicating that they are inclined to purchase imitation products from brands they perceive as famous or having greater value. The most influential indicator in purchasing decisions is the habit of buying products, which is also in the high category. This demonstrates that respondents who are accustomed to using a particular product develop loyalty to it. These respondents regularly seek out information related to the product, aiming to gain continued benefits even when considering other similar products.

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