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The Indonesian hedonic trap: Exploring consumer attitudes and legal risks in counterfeit luxury purchases

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Abstract: *The relationship between hedonism, the impression of legal danger, and customer attitudes about luxury fashion counterfeit products is explored in this study. Data was collected from 385 respondents in East Java, Indonesia, using multistage sampling and using structural equation modelling (SEM) analysis, with a focus on those who had previously purchased counterfeit products. The results show that consumer perceives and intention to buy for counterfeit luxury products are positively influenced by hedonism. However, this effect is considerably moderated by legal risk perception, which lowers intention to buy among individuals who are legally risk orientated. This study provides an overview of the consumption of counterfeit products by integrating legal (risk perception) and psychological (hedonism) perspectives. Further psychological and socioeconomic elements influencing the purchase of counterfeit products should be investigated in future studies. These results can be used by policymakers and brand owners to create effective consumer education initiatives and legal enforcement strategies to minimise the use of counterfeit products.*

Keywords: *consumer behavior; counterfeit consumption; hedonism; legal risk*

Jebakan hedonik Indonesia: Eksplorasi sikap konsumen dan risiko hukum dalam pembelian produk mewah palsu

Abstrak*: Studi ini mengkaji hubungan antara hedonisme, persepsi risiko hukum, dan sikap konsumen terhadap produk fashion mewah palsu. Dengan menggunakan analisis structural equation modelling (SEM), data dikumpulkan dari 385 orang responden di Jawa Timur, Indonesia melalui multistage sampling, dengan fokus pada individu dengan pembelian produk palsu sebelumnya. Hasil temuan menunjukkan bahwa hedonisme secara positif berpengaruh terhadap sikap konsumen dan niat membeli terhadap produk mewah palsu. Namun, persepsi risiko hukum memoderasi hubungan ini, secara signifikan mengurangi niat pembelian di antara konsumen yang menghindari risiko hukum bila*

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melakukan pembelian produk palsu. Studi ini mengintegrasikan kerangka kerja psikologis (hedonisme) dan hukum (persepsi risiko), memberikan pemahaman multidimensi tentang konsumsi produk palsu. Penelitian di masa depan harus mengeksplorasi faktor psikologis dan sosial-ekonomi tambahan yang memengaruhi pembelian palsu. Pembuat kebijakan dan pemilik merek dapat menggunakan temuan ini untuk merancang program edukasi konsumen yang efektif dan strategi penegakan hukum untuk mengurangi konsumsi palsu.

Kata kunci: *hedonism; konsumsi palsu; perilaku konsumen; risiko hukum*

INTRODUCTION

In the modern consumer market, the phenomenon of consuming counterfeit products is becoming increasingly complex (Kassim et al., 2021). The demand for counterfeit goods, especially luxury fashion products, continues to increase in line with consumers' desire to get a more affordable alternative to expensive branded products (Mayasari et al., 2022; Sari et al., 2025). Economic limitations, social pressures, and changing consumer perceptions of authenticity and legal issues are some of the factors influencing these developments (Shan et al., 2021). The counterfeit product market is also growing, especially in developing countries, although various efforts have been made to suppress it through stricter regulation and technological advancements in authentication.

Recent research shows that social media and digital platforms have significantly increased the availability and popularity of fake products. Consumers can now easily find high-quality fake products that are very similar to genuine luxury brands through online marketplaces and targeted social media promotions (Alalwan, 2018; Manansala, 2022; Kurnuç, 2026). These changes in distribution channels further complicate law enforcement, as many counterfeit product transactions now occur through illegal online networks rather than conventional physical markets. In modern society, hedonism, as a philosophical view that places pleasure and satisfaction as the main values, is growing. One manifestation of hedonism in consumption is the tendency of individuals to pursue branded products, including luxury items.

However, not all consumers can afford to buy genuine products at high prices. This has given rise to an interesting phenomenon, namely the increasing consumer interest in counterfeit products in various countries (Sari et al., 2018). Counterfeit products, particularly in the fashion industry, offer a more affordable alternative for consumers who want to look stylish with well-known brands. However, buying counterfeit products carries several risks, both in terms of law and product quality. In many countries, including Indonesia, the production and sale of counterfeit products is an illegal act that is punishable by criminal sanctions. In addition, consumers are also at risk of getting products of poor quality, unsafe materials, or designs that do not match the original product.

The many violations that occur are problems that have not been solved until now, the number of counterfeit products will also make it easier for consumers to access them. This is also a challenge for related parties to be able to formulate policies that can deter and minimize the problem of counterfeiting that occurs in Indonesia, especially in terms of legal risks that are not taken care of by MSME traders and consumers (Elsantil & Hamza, 2021; Tunçel, 2021). A consumer is said to be one of the victims of counterfeiting when he or she is unaware that the item, he or she bought, is fake (Bian et al., 2016). There are also consumers who consciously buy fake products because they are happy to get items that are like the real thing at a low price. Ethical problems occur when consumers want to buy counterfeit goods consciously (Cheung & To, 2021; Souiden et al., 2018; Toklu & Baran, 2017), but different from the research from Elsantil & Hamza (2021); Nagar & Singh (2021); Quoquab et al. (2017); and Shan et al. (2021) which states that intention to buy is also influenced by ethics.

Consumer attitudes towards counterfeit products have also developed (Yuwen, 2022). There are some buyers who are still unaware of the authenticity of the products they buy, but others are deliberately looking for fake products as a more economical way to get a look like a luxury product (Nasser & Saleh, 2019). Ethical issues related to the consumption of counterfeit products are still widely debated, with various studies showing that perceptions of social acceptance and personal benefits are often more dominant than legal and moral considerations (Magat, et al., 2026).

The existing literature shows that about one-third of consumers in the world intentionally buy counterfeit luxury products (Islam et al., 2021). The TRA (theory reasoned action), the relationship between attitude and behavior in human action is explained by theory, it was developed by Fishbein & Ajzen (1975). Previous research has studied the phenomenon of buying counterfeit products. However, most research focuses more on demographic, psychological, and social factors that influence consumers' decisions to buy counterfeit products. Research that specifically links hedonism to legal risks in the context of buying counterfeit products is still relatively limited. Furthermore, the most recent research indicates that purchasing counterfeit fashion products continues to be a growing trend, especially among younger people. This indicates that more research is required to fully comprehend this situation.

The main objective of this research is to examine the connection between consumer attitudes toward the purchase of counterfeit fashion products, legal risk awareness, and hedonism. This study specifically aims to identify customers' levels of hedonism and how hedonism influences their interest in buying counterfeit fashion items, investigate how consumers view the legal consequences of buying counterfeit products, and develop a model that illustrates how these variables are connected to other variables. A selection of research gaps that require completing can be determined according to the review of the existing literature. First, although hedonism has been linked to a wide range of consumer behaviors, there has not been much research explicitly linking hedonism to the purchase of counterfeit products in the context of legal risk. Second, previous research tends to focus more on counterfeit products in general, while this research will be more specific to counterfeit fashion products. Third, this research will combine a psychological perspective (hedonism) with a legal perspective offering a deeper understanding of this phenomenon. The research objectives of this study are

1. How does hedonism have a positive effect on attitude towards luxury counterfeit?
2. How does hedonism have a positive effect on intention to buy luxury counterfeit?
3. How does legal risk moderate attitude towards intention to buy luxury counterfeit?
4. How does attitude have a positive effect on intention to buy luxury counterfeit?

The influence of hedonism on attitudes towards luxury counterfeit in consumers is an interesting subject in consumer psychology and consumer behavior. Hedonism refers to a theory that emphasizes the achievement of pleasure and happiness as the ultimate goal in an individual's life. In the context of attitudes towards luxury counterfeit products, there are several factors that affect consumers. Supporting hedonistic attitudes may enhance perceptions of luxury counterfeit products (Davidson et al., 2019; Elsantil & Bedair, 2022; Sari et al., 2025). Individuals, who have a hedonistic orientation, tend to look for experiences that provide immediate gratification, and they see luxury counterfeit products as a more affordable alternative to achieve aesthetic pleasure. They feel that these fake products, although they have no real value, can still provide visual and aesthetic satisfaction that can increase their feelings of happiness. In this specific case, hedonistic consumers are more probable to perceive luxury counterfeit products positively. Several studies have shown that hedonism plays a role in shaping consumer attitudes, especially through aspects of pleasure and emotional experiences that encourage positive evaluation (Thaichon & Quach, 2016). Wijaya & Berlianto (2020) show that these influences are not always consistent and can be influenced by market context and consumer characteristics, thereby opening a research gap regarding the relationship between hedonism and attitudes. Therefore, this study proposes the hypothesis that hedonism influences consumer attitudes.

H_1: Hedonism have a positive effect on attitude towards luxury counterfeit.

The influence of hedonism on intention to buy luxury counterfeit products is an interesting topic in consumer behavior research. Hedonism is a view of life that prioritizes the achievement of pleasure and happiness as the main goals in an individual's life. In the context of intention to buy fake luxury products, there are arguments for and against the significant positive influence of hedonistic factors. Support for hedonistic view claims that individuals who tend to follow hedonism will tend to have a higher intention to buy luxury counterfeits (Bian et al, 2016; Islam et al., 2021; Kaufmann et al., 2016; Pueschel, 2020). This is due to their drive to seek experiences that provide immediate gratification and happiness. Counterfeit luxury products are considered a more affordable way to achieve luxurious aesthetics and appearances that can increase feelings of happiness. Therefore, hedonism can have a significant positive influence on intention to buy luxury counterfeit products. The counter argument is given by Moon et al. (2018) and Souiden et al. (2018) who reject the positive influence of hedonism on intention to buy luxury counterfeit. The view of the study revealed that some consumers have high ethical values and integrity, so they view counterfeit products as illegal and unethical. They feel that

supporting counterfeit products can harm the legitimate luxury products industry and cause legal problems. In this context, consumers remain skeptical of counterfeit products, although hedonistic drives to obtain pleasure and happiness remain.

H_2: Hedonism have a positive effect on intention to buy luxury counterfeit.

The role of legal risk in moderating attitudes towards intention to buy fake luxury products is an important aspect of consumer behavior research. Legal risk refers to the potential legal consequences that individuals may face if they purchase or use counterfeit products. There is a debate that supports or rejects the role of legal risk as a moderation variable in the relationship between attitudes and intentions to buy luxury counterfeit products. Davidson et al. (2019); Elsantil & Bedair (2022); and Tunçel (2021) support the role of legal risk moderation, arguing that legal risk can influence the relationship between an individual's attitude towards luxury counterfeit products and an intention to buy them. If a person has a positive attitude towards luxury counterfeit products, then a low level of legal risk or perception that such legal risks are low can increase the individual's likelihood of buying counterfeit products. They feel that the legal consequences they can face are minimal, and therefore, the intention to buy becomes higher. In contrast, individuals with a positive attitude towards luxury counterfeit products but also have a high perception of legal risk will have lower purchasing intentions. In this situation, legal risk is essential in decreasing the impact of views on desire to purchase luxury counterfeit goods. Despite earlier studies, Koay (2018) rejected the role of legal risk moderation in influencing attitudes towards intention to buy luxury counterfeit products. Some consumers underconsider legal risks in their decision to buy counterfeit products, regardless of their attitude towards the product. They view counterfeit products as a more affordable way to satisfy their desires without feeling the legal risks are significant. In this case, although legal risks exist, the intention to buy a luxury counterfeit product can remain high.

H_3: The role of legal risk as a moderation variable on the influence of attitude on intention to buy counterfeit luxury products.

In consumer behaviour research, the influence of attitudes on intention to purchase luxury counterfeit products is significant. An individual's attitude is an indication of how they perceive themselves about a product, in this context a luxury branded counterfeit product. There are arguments for and against the significant positive influence of attitudes towards the intention to buy luxury counterfeit. Support for the positive influence of attitudes toward the intention to buy luxury counterfeit products can be explained in the following ways. If an individual has a positive attitude towards luxury counterfeits, then they will be more likely to commit in purchasing the product. This positive attitude can arise from various factors, such as perception that luxury fake products have high aesthetic value or that the product meets consumer desires. Conversely, individuals who have a negative attitude towards luxury counterfeit products will tend to avoid purchasing. In this context, attitude have a significant positive influence on intention to buy luxury counterfeit (Islam et al., 2021; Kim et al., 2016; Noor & Muhammad, 2019; Nagar & Singh, 2021; Quoquab et al., 2017; Tunçel, 2021). However, Bhatia (2018) and Souiden et al. (2018) disagree that views have a positive effect on intention to purchase luxury counterfeit products. Some buyers see luxury counterfeit products negatively because they believe they are immoral and illegal. They believe that purchasing fake goods is a violation of intellectual property and trademark rights. In the present situation, the aim to purchase luxury counterfeit products will be delayed by a negative attitude towards luxury counterfeit.

H_4: Attitude have a positive effect on intention to buy luxury counterfeit.

This study developed a conceptual model that describes the relationships between variables based on a literature review and hypothesis development. This model was designed to explain how hedonism, attitudes, and perceptions of legal risk interact in influencing consumers' intention to purchase counterfeit luxury products. Each relationship between variables is formulated in the form of a hypothesis that will be tested using the structural equation modeling (SEM) approach. The following figure shows all the hypotheses between the research variables.

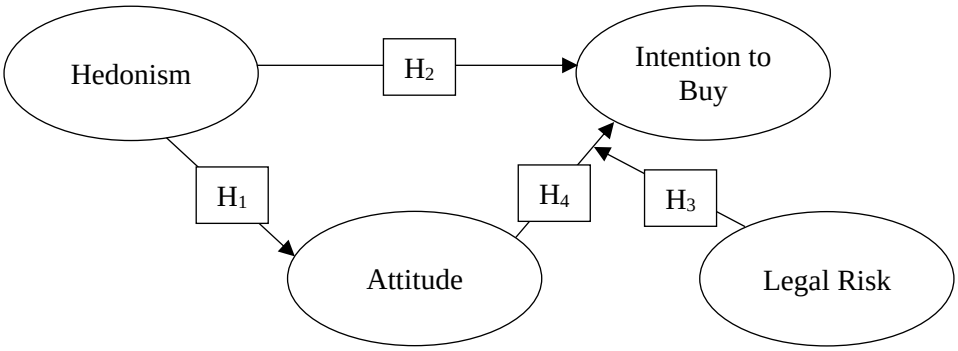


Figure 1. Theoretical framework
Source: Data processed (2026)

METHOD

The population in this study is the East Java people. Population, as a generalisation area, consisting of objects or subjects that have specific characteristics selected by the researchers to be investigated and then generated conclusions. From this population, a total of 385 samples were obtained from the sample calculator, the researcher determined sampling through multistage sampling, which is a sampling method that involves several stages or levels. This method divides the large population into smaller groups by taking four cities in East Java, namely Surabaya City, Malang City, Kediri City, and Jombang City which are the cities with the largest e-commerce users in East Java (Badan Pusat Statistika Provinsi Jawa Timur, 2023), which can represent proportionally of the wider population. Surabaya City, Malang City, Kediri City, and Jombang City were sampled as many as 100 people, distributed more than the minimum sample to cover error data that may appear in the field. The sampling area can be seen in Figure 2.

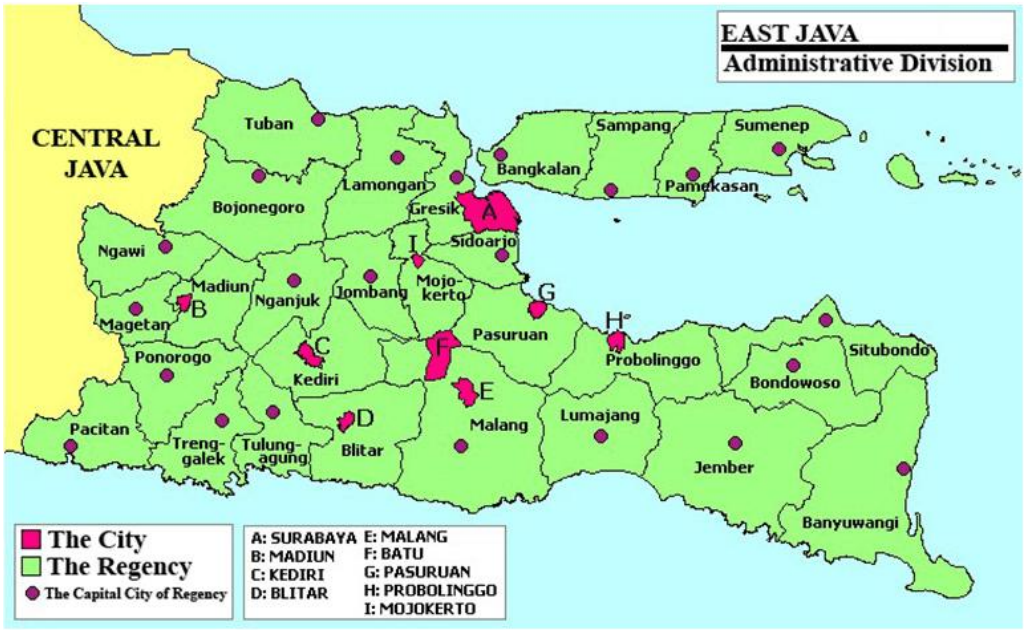


Figure 2. Multistage sampling (East Java)
Source: Data processed (2026)

The next step in sampling is to ensure that the sample, the researchers get, falls within the following criteria, have an online shopping account, being active online shopping users (more than one-time online shopping), and have searched and purchased counterfeit fashion products at least one time. This study employs structural equation modelling, or SEM. SEM is a multivariate analysis technique that can be used to characterise the simultaneous linear relationship between variables that cannot be

directly measured (latent variables) and observation variables (indicators). All variables were measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). Hedonism was adapted from (Thaichon & Quach, 2016), attitude from the theory of reasoned action, intention to buy from Fishbein & Ajzen (1975), and legal risk from with items reflecting perceived legal consequences of counterfeit purchases.

RESULTS AND DISCUSSION

Results

There were 385 respondents overall for this questionnaire. Here is a description of respondents based on the category requested.

Table 1. Profile of the respondents

Respondent profile		Frequency	Percentage (%)
Age	18-25 yrs.	120	31.2
	26-35 yrs.	150	39.0
	36-45 yrs.	80	20.8
	46-55 yrs.	30	7.8
	56-60 yrs.	5	1.2
Gender	Man	200	52.0
	Woman	185	48.0
Education	Primary/junior high school	15	3.8
	High/vocational school	100	26.0
	Diploma	80	20.8
	Undergraduate	150	39.0
	Postgraduate	40	10.4
Marital status	Unmarried	250	64.9
	Married	135	35.1
Income (IDR)	<3 million	100	26.0
	3-5 million	150	39.0
	5-10 million	100	26.0
	>10 million	35	9.0
Types of counterfeit products	Fashion/apparel	200	52.0
	Accessories (bags, shoes)	100	26.0
	Cosmetics/skincare	50	13.0
	Electronics	20	5.2
	Household appliances	15	3.8

Source: Data processed (2026)

The study's respondents' age, gender, education, marital status, income, and preferred type of counterfeit product are all displayed in Table 1. Most respondents were in the age range of 26–35 years old, followed by the age group of 18-25 years old. This indicates that the research is characterised by productive age categories who have a significant exposure to fashion trends, including counterfeit luxurious products, and who frequently participate in digital purchasing. Gender is relatively balanced between men and women, which indicates that the behavior of buying counterfeit products is not limited to one specific gender, but rather becomes a common phenomenon. In terms of education, most of the respondents have a minimum level of education from high school/vocational school to college, this makes the decision to purchase fake products not solely influenced by high or low levels of education, but also by psychological factors such as lifestyle and consumption preferences (Alharbi, 2023). Most respondents are unmarried, which can be attributed to the tendency to have financial freedom and a more exploratory lifestyle, including in trying on fashion products. In terms of income, most respondents are in the range of 3-5 million per month, which shows that there is a limited purchasing power for real products, so that fake luxury products are a more affordable but still stylish alternative. The preferences of respondents

in this study were dominated by fashion products and accessories such as bags and shoes. This is in line with the characteristics of luxury products that are symbolic and visually visible, so that it is easier to meet the hedonistic needs of consumers in displaying their lifestyle and self-image even through fake products.

Table 2. Outer loading

Indicator	Loading factor	Information
Hedonic		
HD1	0.738	Valid
HD2	0.625	Valid
HD3	0.804	Valid
HD4	0.687	Valid
HD5	0.747	Valid
HD6	0.562	Valid
Legal risk		
LR1	0.692	Valid
LR2	0.856	Valid
Attitude towards luxury counterfeit		
AC1	0.775	Valid
AC2	0.832	Valid
AC3	0.658	Valid
AC4	0.701	Valid
Intention to buy		
IB1	0.587	Valid
IB2	0.724	Valid
IB3	0.805	Valid

Source: Data processed (2026)

This table shows the results of outer loading used to measure the extent to which the indicator can reflect the latent variables being studied. An outer loading value above 0.5 indicates that the indicator has good validity in explaining its construction. Based on the results of the analysis, all indicators in each variable have met the validity criteria. In the hedonic variable (HD1-HD6), the outer loading value ranged from 0.562 to 0.804, with HD3 is being the strongest indicator. The legal risk variables (LR1 and LR2) also showed good results, with LR2 has the highest contribution in explaining the construction. Furthermore, in the variable attitude towards fake luxury products (AC1-AC4), all indicators were declared valid with the highest value at AC2. Meanwhile, in the intention to buy variable (IB1-IB3), the IB3 indicator has the highest loading value compared to other indicators. Overall, these results confirm that all constructs in the model have good measurement validity, thus being able to accurately explain the phenomenon of purchase intent of fake luxury products. The validity of this strong indicator also reinforces that the factors of hedonism, attitudes, and perceptions of legal risks are important determinants in shaping consumer intentions to buy fake luxury products.

Table 3. Fornell-Larcker criterion

Construct/variable	Hedonic	Legal risk	Attitude towards luxury counterfeit	Intention to buy
Hedonic	0.75			
Legal risk	0.50	0.80		
Attitude towards luxury counterfeit	0.55	0.45	0.77	
Intention to buy	0.60	0.50	0.65	0.82

Source: Data processed (2026)

This table is used to test the validity of the discriminant, i.e. to ensure that each latent variable in the model has a clear distinction from each other. The good discriminant validity shown by the AVE (average variance extracted) is higher than the correlation between other constructs. The results of the

analysis showed that the hedonic variable had a root value of AVE of 0.75, which is higher than its correlation with legal risk and attitude towards luxury counterfeit. The legal risk variable has a root value of AVE of 0.80 which is greater than its correlation with other constructs. This condition is important in explaining the intention to buy counterfeit luxury products, because each variable, such as hedonism, attitude, and legal risk, is proven to be a different construct that makes the influence of each variable on the intention to buy can be analyzed more accurately. Hedonism can provide a boost of pleasure, attitudes reflect consumer evaluations of counterfeit products, and legal risk act as consequence considerations, which together shape and influence consumers' intentions in purchasing counterfeit luxury products.

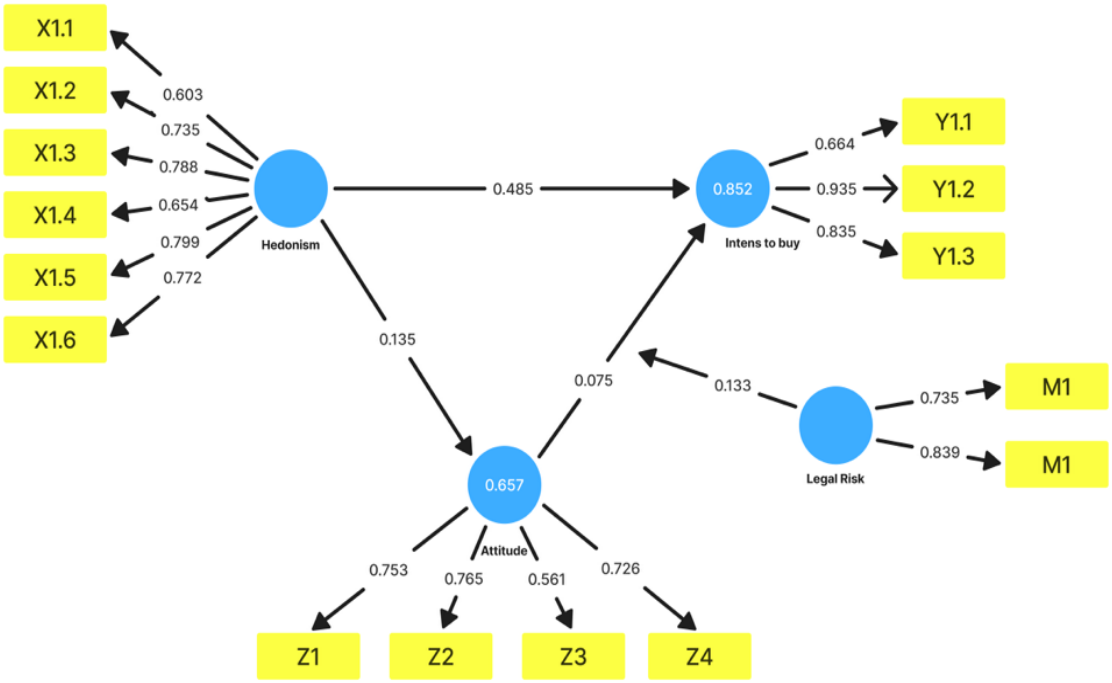


Figure 3. PLS structural modelling
Source: Data processed (2026)

The figure 3 shows that all indicators in this study have values above 0.5, so they can be declared valid in measuring each variable. In the hedonic variable, strong indicators show that the drive for pleasure and satisfaction plays an important role in shaping consumer tendencies. This means that the higher a person's hedonism, the more likely it is that they will want to buy fake products. Legal risk variables, valid indicators, show that perception of legal consequences is also a consideration in purchasing decisions. However, the effect can suppress or reduce buying intent if the risk is considered high. Variable attitude is strong indicators indicate that a positive view or evaluation of counterfeit products will encourage an increase in purchase intent. This is reinforced by the intention to buy variable, where the indicators are consistently able to reflect consumers' desire to buy fake luxury products.

The cross-loading table (Table 4) shows that each indicator against all constructions in the model. The validity of the indicator is indicated if the load of the indicator against its own construction is higher than the loading of other constructions. Overall, these results show that each indicator in the model has been able to distinguish well-measured constructs, thus strengthening the model's reliability in explaining the intention to buy of fake luxury products influenced by factors of hedonism, attitudes, and legal risk perceptions.

The table 5 shows the results of the internal reliability or consistency test of each construct in the research model. The measurement was carried out using two main indicators, namely a Cronbach's alpha and composite reliability, where values above 0.7 indicate that the construct has a good level of

reliability. The results of the analysis showed that the hedonic variable had a Cronbach's alpha value of 0.876 and a composite reliability of 0.921, indicating that this construct is very reliable in measuring consumer pleasure drives. Furthermore, the attitude variable towards counterfeit luxury products also showed good reliability with a Cronbach's alpha value of 0.825 and a composite reliability of 0.875, so it can be trusted in representing consumer evaluations of counterfeit products. Meanwhile, the variables of legal risk and intention to buy also have a reliability value above 0.8, which suggests that the two constructs are very consistent in measuring the perception of legal risk as well as the tendency of consumers to make purchases. Overall, these results confirm that all variables in the model have a high level of reliability, thus being able to provide a stable and consistent measurement in explaining the intention to buy of fake luxury products influenced by factors of hedonism, attitudes, and legal risks.

Table 4. Cross-loading

	Hedonic	Legal risk	Attitude towards luxury counterfeit	Intention to buy
HD1	*0.603*	0.350	0.503	0.452
HD2	*0.735*	0.437	0.482	0.421
HD3	*0.788*	0.421	0.523	0.414
HD4	*0.654*	0.414	0.503	0.384
HD5	*0.799*	0.320	0.493	0.374
HD6	*0.772*	0.340	0.513	0.421
LR1	0.297	*0.735*	0.450	0.400
LR2	0.284	*0.839*	0.463	0.412
AC1	0.472	0.433	*0.753*	0.652
AC2	0.451	0.437	*0.785*	0.562
AC3	0.464	0.421	*0.861*	0.540
AC4	0.482	0.414	*0.726*	0.531
IB1	0.523	0.384	0.551	*0.684*
IB2	0.503	0.374	0.537	*0.935*
IB3	0.493	0.387	0.529	*0.835*

Source: Data processed (2026)

Table 5. Cronbach's alpha and composite reliability

Variable	Cronbach's alpha	Composite reliability (rho_A)	Composite reliability (rho_C)
Hedonic	0.876	0.882	0.921
Attitude towards luxury counterfeit	0.825	0.833	0.875
Legal risk	0.839	0.847	0.881
Intention to buy	0.867	0.854	0.897

Source: Data processed (2026)

Table 6. Average variance extracted

Variable	AVE
Hedonic	0.691
Attitude towards luxury counterfeit	0.639
Legal risk	0.649
Intention to buy	0.784

Source: Data processed (2026)

The table 6 shows the average variance extracted (AVE) value used to measure the validity of the convergence, which is the extent to which the construct can explain the variance of the indicators. An AVE value above 0.5 indicates that the construct has a good ability to explain the indicators that make it up. The results of the analysis showed that the hedonic variable had an AVE value of 0.691, which means that 69.1% of the variance of the indicator can be explained by the hedonic construct. This

indicates that hedonic constructs have good convergent validity in representing consumer pleasure drives. The attitude variable towards counterfeit luxury products has an AVE value of 0.639, which also indicates a good ability to explain the variance of the indicator. Thus, this construct can consistently reflect consumers' evaluations of counterfeit products. Overall, the AVE value of each variable above the threshold shows that all constructs in the model have good convergent validity, thus being able to explain the intention to buy of fake luxury products more accurately through the indicators used.

Table 7. Hypothesis test result

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistic	*P* values	Result
Hedonism → Attitude towards luxury counterfeit	0.512	0.415	0.035	11.771	0.020	Accepted
Hedonism → Intention to buy luxury counterfeit	0.135	0.380	0.043	6.347	0.002	Accepted
Attitude towards luxury counterfeit → Legal risk → Intention to buy luxury counterfeit	0.203	0.050	0.054	0.787	0.033	Accepted
Attitude towards luxury counterfeit → Intention to buy luxury counterfeit	0.075	0.480	0.033	3.247	0.001	Accepted

Source: Data processed (2026)

The table shows the path coefficients used to measure the strength of relationships between latent variables in the research model. While the *p*-value is less than 0.05 and the statistical t-value is more than 1.96, the connection is considered significant. Considering a path coefficient value of 0.512, t-value of 11.771, and a *p*-value of 0.020, the results of the analysis demonstrated that hedonism have a positive and significant impact on attitude towards counterfeit luxury products. Considering a path coefficient of 0.135, t-value of 6.347, and *p*-value of 0.002, hedonism also proved to have a positive and significant effect on intention to buy counterfeit luxury products. Considering a path coefficient value of 0.203, t-value of 0.787, and a *p*-value of 0.033, the results of the analysis demonstrated that legal risk moderated the effect of attitude towards counterfeit luxury products on intention to buy luxury counterfeit. Considering a path coefficient of 0.075, t-value of 3.247, and *p*-value of 0.001, attitude towards counterfeit luxury products proved to have a positive and significant effect on intention to buy luxury counterfeit.

Discussion

This highlights the search of happiness and satisfaction as the primary objective in people's lives, according to the analysis's findings that hedonism influences consumer attitudes toward counterfeit luxury products produced by MSMEs in online sales. Customers who have a favourable opinion of counterfeit products are more likely to purchase them than those who have a bad opinion of them. This refers to the hypothesis reasoned activity (TRA) hypothesis, which was created by Fishbein & Ajzen, (1975) and Garas et al (2023), describes the connection between attitude and behaviour in human activity (Khan et al., 2020). This idea is used to predict a person's probability of behaviour based on their attitudes. The results of observations in the field show that hedonism in this study is dominated by consumers between the ages of 26-35 years old, where consumers with that age do mostly use online media in shopping and tend to shop for goods that can look luxurious when used, but with less income to buy original luxury products, finally consumers decide to buy imitation products. They still want to be seen that they are using luxury products even though they are just imitations. Previous research from Thaichon & Quach (2016) and Wijaya & Berlianto (2020) supports this study and suggests that the process of shaping consumer attitudes towards counterfeit products is also influenced by hedonism, because in this case, consumers who support hedonism are more likely to have a positive attitude towards counterfeit luxury products made by MSMEs.

Based on the results of the analysis that shows that hedonism affects the intention to buy counterfeit luxury products made by MSMEs in online sales, this is because counterfeit luxury products are considered a more affordable way to achieve aesthetics and luxurious appearance that can increase feelings of happiness (Tarka et al., 2022). Faradila & Silitonga (2025) said that lifestyle is a person's pattern in this world which is expressed based on activities, interests, and opinions. The routine carried out by the individual is a form of a person's activity as a lifestyle that he or she has. Thus, when a lifestyle "forces" a person to use luxury products, then that person will try to fulfil the "compulsion", even if they must use luxury but imitation products. Previous research results from Islam et al. (2021), Kaufmann et al. (2016), Moon et al. (2018), Pueschel (2020), Souiden et al. (2018), and Wijaya & Berlianto (2020) also support the result that one of the intentions to buy is influenced by hedonism.

The results of observations in the field showed that consumers with an income of three to five millions IDR dominated this study, and with this income, consumers tend to make themselves happy by shopping online (Andon, 2021) and buying luxury products but cannot afford to buy real luxury products, so that the alternative to meet their hedonistic needs is to buy imitation luxury products. If referring to the respondents' preferences for the type of fake products desired from MSMEs, the most desired products are fashion or apparel products and accessories such as fake bags and shoes, this is comparable to the number of respondents who are mostly unmarried. Because of the desire to seek personal experience and satisfaction from the product or service they choose, including in the context of imitation luxury products made by MSMEs.

Legal risk plays a pivotal role in shaping consumer intentions to purchase luxury counterfeit products. Legal risk refers to the potential legal consequences, such as fines, penalties, or imprisonment, that individuals may face when involved in purchasing or using counterfeit goods. Customers are possibly avoided from purchasing counterfeit products when they have knowledge of these consequences. According to research from Davidson et al. (2019) and Tunçel (2021), consumers are significantly unable to purchase counterfeit products when they assume that the legal consequences will be significant or extremely likely. This highlights how important it is to have effective law enforcement and public awareness initiatives to further demonstrate how significant these risks are considered.

However not every consumer is influenced by legal risk in a similar way. Some people may decide that the benefits of buying counterfeit products such as lower prices or access to sophisticated design, outweigh potential disadvantages. This phenomenon is frequently seen in situations when anti-counterfeiting regulations are thought to be inconsistently or insufficiently implemented. According to research by Koay (2018), consumers' decision to buy counterfeit products is less influenced by legal risk when they think there is little possibility of being tracked down or sanctioned. This highlights that to increase the discouragement of legal risks; enforcement actions must be noticeable and consistent.

This is interesting to highlight that the moderating influence of legal risk on standard opinions and purchasing intentions affects consumer behaviour in this context. The results show that the interaction term (attitude × legal risk × intention to buy) is significant, indicating that legal risk significantly moderates the relationship between attitude and intention to buy. The existence of significant legal consequences might prevent consumers possessing favourable perceptions of counterfeit products from making a purchase. The opposite aspect, legal risk could not be an effective barrier for people who have a neutral or passive perspective. This dynamic suggests that legal risk by themselves might not be sufficient to stop the purchase of counterfeit products. Therefore, ethical education and initiatives that encourage a preference for authentic items should be provided. Legal risk performs a significant part in influencing consumers' intentions to purchase luxury counterfeit product, but its effectiveness is based on several situational and personal factors. To increase its prevention effect, strong regulations must be complemented by proactive enforcement and awareness campaigns. Furthermore, a more comprehensive approach for reducing the demand for counterfeit luxury products might be developed by integrating tactics that are concerned with the psychological and social aspects of counterfeit consumption.

Based on the results of the analysis, it is shown that attitude affects the desire to buy counterfeit luxury products made by MSMEs that are sold online. The attitude here is described as attitude towards buying interest, attitude towards counterfeit goods, attitude towards social consequences, and attitude towards legal consequences (Abdullah & Yu, 2019; Ali et al., 2022). The consumers show a positive attitude towards buying counterfeit luxury products by judging this idea positively, showing strong interest, considering counterfeit luxury products when shopping, and seeing this activity as something

interesting (Fahlevi et al, 2024; Karahan & Sahin, 2020; Sari et al., 2025). The consumers who are happy to have counterfeit luxury products, have a positive outlook, and believe that counterfeit luxury products can be a good choice, have no problems with the existence of counterfeit luxury products. Some of the things above are considered when a positive attitude towards counterfeit luxury products can also increase the desire to buy the product. This also supports previous research from Tunçel (2021), Awang et al. (2021), Casidy et al. (2016), Kim et al. (2016), Islam et al. (2021), Mayasari et al. (2022), Noor & Muhammad (2019), Nagar & Singh (2021), Quoquab et al. (2017), and Thaichon & Quach (2016) who stated that a positive attitude towards counterfeit luxury products will increase the desire for consumers to buy the product. Different results were stated by Bhatia (2018), Souiden et al. (2018), and Yunos & Lasi (2020) that intense to buy is not influenced by consumer attitudes towards luxury counterfeit. Good consumer attitudes towards counterfeit luxury brands lead to higher opportunities for the purchase of counterfeit luxury products, and unfavorable consumer attitudes towards counterfeit luxury products lead to lower opportunities for the purchase of counterfeit luxury products (Huhtala et al., 2022).

CONCLUSION AND SUGGESTIONS

This study concludes that hedonism has a positive effect on consumer attitudes towards counterfeit luxury products, where the higher the pleasure drive, the more positive the attitude formed. Consumer attitudes have also been shown to have a significant influence on intention to buy, so they are a key factor in explaining the consumption behavior of counterfeit products. In addition, hedonism directly increases purchase intent, showing that emotional aspects play an important role in consumption decisions. Furthermore, legal risk has been shown to moderate the relationship between attitudes and intention to buy, where the perception of legal risk can weaken the influence of attitudes on the intention to buy counterfeit products. These findings confirm the importance of a multidimensional approach in understanding consumer behavior towards counterfeit products.

This study contributes significant insights into consumer behavior by explaining the complicated connection between hedonism, legal risks, and customer attitudes toward counterfeit luxury products. This study establishes a framework to construct focused tactics for preventing consumers from buying counterfeit products by focusing on the psychological factors, such as hedonism. The results also highlight the importance for governments to effectively communicate legal consequences to discourage the production and demand of counterfeit products. An additional strategy might be the promotion of authentic in consumer preferences and ethical education. This research makes an important contribution to the development of the literature by linking aspects of hedonism and legal risk in the context of counterfeit product consumption, which were previously rarely explored. With a particular focus on fake fashion products, the study deepens our understanding of consumer behavior sector. In addition, the integration of psychological perspectives (hedonism) and legal aspects (legal risks) presents a multidimensional approach that increases the practical relevance of research.

From the theoretical side, this study also strengthens the contribution of the theory of reasoned action (TRA) by explaining how attitudes formed from hedonistic impulses can affect behavioral intentions, especially in the context of purchasing fake luxury products. This is important given that the literature shows that about one-third of consumers in the world intentionally buy fake luxury products (Islam et al., 2021). Although previous research has extensively examined this phenomenon, most of it still focuses on demographic, psychological, and social factors. Therefore, the association between hedonism and legal risk in the framework of TRA is a new contribution that enriches the understanding of the relationship between attitudes and intentions in illegal consumption behavior. The findings of this study also provide strategic implications for policymakers, businesspeople, and educators in efforts to reduce the consumption of counterfeit products, including encouraging digital-based marketing innovations and the use of social media to educate consumers to choose genuine products.

However, this study has limitations, including only focusing on the relationship between hedonism and legal risk, so it has not considered other factors such as social norms or economic incentives that also have the potential to affect the consumption of counterfeit products. In addition, a focus on fashion products can limit the generalization of findings to other sectors of counterfeit products. Although it has provided a theoretical foundation, the complexity of consumer decision-making,

especially in a variety of diverse socioeconomic contexts, still requires further exploration in future research.

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