



RESEARCH ARTICLE

The Relationships Of Novelty Seeking, Social Influence, Social Status Consumption, Store Image and Perceived Value Toward Consumption Of Counterfeit Automotive Spare Parts

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Abstract

The rising consumption of counterfeit automotive spare parts in Indonesia presents significant challenges, particularly in the automation sector where product quality directly affects safety and operational performance. Despite increased enforcement and awareness efforts, many consumers continue to knowingly purchase non-deceptive counterfeit products. This study aims to examine and discuss the influence of Novelty Seeking, Social Influence, Social Status Consumption, and Store Image on the Consumption of Counterfeit Products, with Perceived Value acting as a mediating variable. A total of 396 respondents, all of whom are Indonesian consumers with experience purchasing counterfeit spare parts, participated in this study. A quantitative research approach was used, utilizing a structured questionnaire as the primary instrument. Data were analyzed using Structural Equation Modeling (SEM) with the help of SmartPLS. Furthermore, the structural equation modeling results confirm that perceived value acts as a significant mediator in the relationship between novelty seeking, social influence, social status, store image, and the consumption of counterfeit automotive spare parts (specific indirect effects, $p < 0.05$). The results show that all independent variables have a positive influence on counterfeit product consumption. Additionally, Perceived Value plays a significant mediating role in these relationships. This study clarifies the psychological, social, and perceptual mechanisms that sustain counterfeit consumption and provides valuable insights for policymakers and brand managers in addressing this growing issue.

Keywords

Novelty Seeking; Social Influence; Social Status Consumption; Store Image; Perceived Value; Consumption of Counterfeit Products.

1 | INTRODUCTION

Counterfeiting is a global phenomenon that continues to pose significant challenges to brand owners, consumers, and regulatory bodies. Counterfeit products are defined as goods that bear a trademark identical or substantially similar to a registered trademark, produced and sold without the authorization of the legitimate trademark holder (Bian & Veloutsou, 2007; Chaudhry & Walsh, 1996; Grossman & Shapiro, 1988). To qualify as a counterfeit, a product must explicitly copy a trademarked brand, thereby infringing upon intellectual property rights (Cordell, 1997). The success of global and national brands has made them attractive targets for counterfeiters, as counterfeiting thrives precisely because of the strong consumer appeal of these brands (M. G. Harvey & Ronkainen, 1985). The consumption of counterfeit goods is particularly noteworthy given the stark contrast in price, quality, and distribution between these goods and the luxury brands they mimic. Although price advantage remains a key motivator for counterfeit purchases (Tom *et al.*, 1998; Wilcox *et al.*, 2009), research suggests that consumers also evaluate non-economic factors, including technological ability (Higgins, 2006), cultural values such as materialism (Ang *et al.*, 2001), perceptions of brand personality (Bian & Moutinho, 2011), attitudes toward the brand or corporation (Penz & Stöttinger, 2005), and prevailing social norms (Wee *et al.*, 1995). These motivations imply that counterfeit consumption is not purely rational but is embedded in broader psychological and social contexts. The economic and societal implications of counterfeiting are substantial. According to the World Customs Organization and Interpol, counterfeit trade is valued at approximately USD 464 billion, representing 2.5% of global trade in 2019. The broader illicit trade, including pirated goods, is now estimated to reach around USD 4.5 trillion annually, with luxury merchandise accounting for 60% to 70% of this amount. Notably, digital platforms have accelerated the spread of counterfeit goods, with approximately 40% of luxury counterfeit transactions occurring online. The Federal Bureau of Investigation has referred to counterfeiting as the "Crime of the 21st Century," underscoring its seriousness and scale (Coltheart *et al.*, 2010).



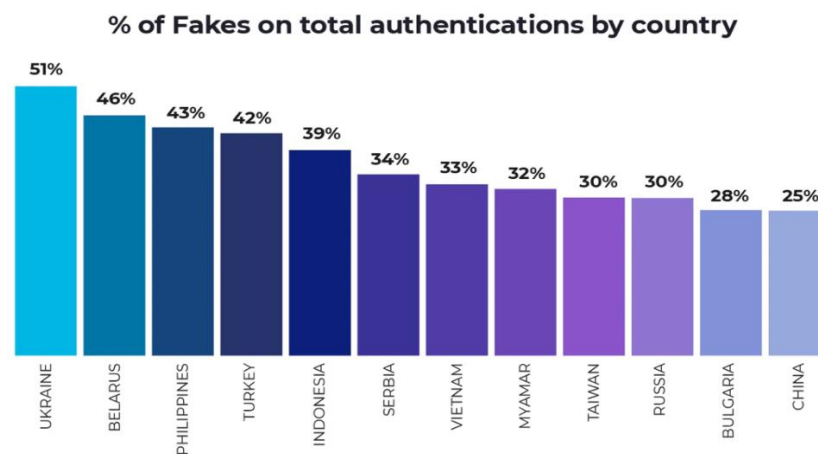
Figure 1. Market Worth of Counterfeit Good

Counterfeiting has emerged as one of the most pressing global issues, transcending industries and geographic boundaries. Counterfeit goods have now permeated critical sectors such as pharmaceuticals, electronics, and automotive parts, posing serious risks to safety, innovation, and economic growth. According to the European Union Intellectual Property Office (EUIPO) and the OECD, the global trade volume of counterfeit goods reached approximately USD 449 billion in 2019. The impact of counterfeiting extends far beyond fashion and accessories into more functionally critical sectors such as the automotive spare parts industry. Counterfeit parts not only fail to meet essential safety and performance standards but also pose serious risks to consumer well-being, with potential consequences including system failure, accidents, and loss of life.



Figure 2. Counterfeit Car Parts

Counterfeit automotive components are increasingly entering countries through major shipping ports, often reaching consumers through online marketplaces that lack rigorous verification protocols. Between 2023 and 2024, the number of counterfeit auto parts seized at U.S. ports nearly doubled, prompting over 100 criminal investigations by Homeland Security Investigations (HSI). These cases are not without human cost, with at least three deaths and two life-altering injuries linked to counterfeit auto parts within that period. Despite enforcement efforts, counterfeit automotive parts continue to proliferate, particularly through digital channels. Consumers, often lured by lower prices or unaware of the risks, unintentionally contribute to the problem by purchasing counterfeit parts, leading to increased product-related accidents and hazards. In India, counterfeit automotive parts have been implicated in up to 20 percent of road accidents, underscoring the global scale and severity of the issue (FICCI, 2022). For manufacturers, counterfeit auto parts result in revenue losses estimated at 2.2 billion US dollars annually and cause reputational damage, as consumers may incorrectly attribute product failures to the original brand (Chepkwony *et al.*, 2018). The Motor and Equipment Manufacturers Association (MEMA) estimates that counterfeiting costs the global automotive parts industry approximately 12 billion US dollars annually, with projections suggesting potential losses reaching as high as 45 billion US dollars by 2011 (Heinonen & Wilson, 2012). Safety-related consequences are equally alarming, with G20 countries reporting approximately 3,000 deaths each year linked to counterfeit consumer goods, including automotive parts (GS1, 2013). These challenges are particularly evident in Southeast Asia, where countries such as Indonesia, Thailand, and Vietnam have seen a surge in both the supply and demand of counterfeit automotive components. The expansion of e-commerce platforms has further facilitated the distribution of counterfeit spare parts across the region, while a widespread lack of product knowledge and technical expertise exacerbates the problem (Rouse, 2024). In the Indonesian context, the estimated economic loss caused by counterfeit products reached IDR 291 trillion, including tax losses of IDR 967 billion and the elimination of over 2 million job opportunities. Lubricants and automotive spare parts accounted for 15% of counterfeited products. A 2023 aftermarket report indicated that more than 30% of automotive parts sold in Indonesia's spare parts market are estimated to be counterfeit. Considering that the total value of the automotive aftermarket reached approximately IDR 85 trillion (US\$5.5 billion) in 2023, the counterfeit segment alone represents tens of trillions of rupiahs. Recent enforcement efforts further highlighted the magnitude of the problem. In 2025 alone, authorities across Jakarta, Banten, and West Java reported seizures of counterfeit goods valued at approximately Rp51.23 billion, with the state suffering estimated losses of around Rp64.26 billion as a consequence (EBC Media, 2025). Despite awareness of the risks, many consumers continue to purchase counterfeit spare parts driven not only by affordability, but also by perceived value, peer influence, and accessibility. This study, therefore, aims to contribute to a deeper understanding of these underlying motivations to better inform both policy interventions and market strategies.



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Figure 3. Counterfeit Products by country

Legally, the production, distribution, and sale of counterfeit automotive parts in Indonesia are prohibited under multiple laws, including the Intellectual Property Law (UU No. 20 Tahun 2016), Consumer Protection Law (UU No. 8 Tahun 1999), Trade Law (UU No. 7 Tahun 2014), and Customs Law (UU No. 17 Tahun 2006). Despite these regulations and enforcement actions by agencies such as DJKI, Bea Cukai, and Polri, the phenomenon persists. Research indicates that consumer behaviour is a central driver of the counterfeit market. Prior studies suggest that approximately one-third of consumers are willing to purchase counterfeit goods, motivated by various factors ranging from economic incentives to social influence (Phau *et al.*, 2001; Tom *et al.*, 1998). Scholars have emphasized that consumer demand is a primary engine

behind the growth of counterfeiting (Gentry *et al.*, 2006). This study aims to explore the psychological and social mechanisms that influence consumer decisions to engage in counterfeit product consumption. Specifically, it examines how Novelty Seeking, Social Influence, and Social Status Consumption shape consumer behavior through the mediating role of Perceived Value. In addition, this study examines the influence of Store Image on perceived value toward counterfeit products. However, the literature on counterfeit consumption presents conflicting evidence regarding the influence of these key drivers. Some studies emphasize that novelty seeking, social influence, social status consumption, and perceived value are important factors in counterfeit consumption, while other research suggests that these factors may discourage counterfeit purchases depending on consumers' perceptions, social norms, ethical concerns, and authenticity. These conflicting findings highlight the need to further explore how consumers interpret and weigh these factors when evaluating counterfeit products. This study seeks to clarify these mixed findings by proposing and empirically testing an integrated model that examines the influence of novelty seeking, social influence, social status consumption, and store image on counterfeit product consumption through the mediating role of perceived value, particularly in the context of non-deceptive counterfeiting within the Indonesian automotive spare parts market.

2 | BACKGROUND THEORY

2.1 Consumption of Counterfeit Products

This study grounds its framework in the Theory of Consumption Value (TCV) proposed by Sheth *et al.* (1991). TCV posits that consumer choice is a function of multiple consumption values—specifically functional, social, emotional, epistemic, and conditional values. In the context of counterfeit automotive spare parts, consumers evaluate acquisition alternatives based on novelty seeking (epistemic value), social influence and social status (social value), and store environment cues (functional/conditional value), which collectively shape their overall perceived value and subsequent purchase intentions. This study grounds its framework in the Theory of Consumption Value (TCV) proposed by Sheth *et al.* (1991). TCV posits that consumer choice is a function of multiple consumption values—specifically functional, social, emotional, epistemic, and conditional values. In the context of counterfeit automotive spare parts, consumers evaluate acquisition alternatives based on novelty seeking (epistemic value), social influence and social status (social value), and store environment cues (functional/conditional value), which collectively shape their overall perceived value and subsequent purchase intentions. Counterfeit product consumption is a multifaceted phenomenon driven by a combination of psychological, social, and economic factors. Consumers frequently justify purchasing counterfeit goods by weighing their functional benefits against the financial savings they offer compared to genuine products (Tang *et al.*, 2014).

2.2 Novelty Seeking

Novelty seeking is a personality-driven trait characterized by a tendency to seek new, varied, and stimulating experiences. Rooted in the psychological theories of Zuckerman (1984), it describes individuals who are inclined toward exploration, risk taking, and impulsivity in pursuit of novel stimuli.

2.3 Social Influence

Social influence is a foundational concept in both psychology and consumer behavior, explaining how an individual's beliefs, attitudes, and behaviors are shaped by interactions with others in their social environment. It encompasses direct and indirect forms of persuasion and normative pressure, operating across personal relationships, peer groups, and broader cultural contexts. In the realm of consumer decision-making, social influence explains how individuals conform to expectations, adopt preferences, and adjust behavior in response to observed norms or guidance from reference groups (Eisend *et al.*, 2006; Phau & Teah, 2009).

2.4 Social Status Consumption

Social status consumption is a critical sociocultural construct that significantly influences consumer behavior. Often linked to social class, it refers to an individual's relative position within a societal hierarchy, shaped by factors such as income, education, occupation, and prestige (Durmaz & Taşdemir, 2014). According to Ergin (2010), status is defined by the honor and prestige individuals possess within society, often revealed through consumption that signals wealth, sophistication, or cultural belonging.

2.5 Store Image

Store image is a foundational concept in retail marketing and consumer behavior, reflecting the overall perception or impression that a store leaves in the minds of consumers. The theoretical roots of store image are drawn from multiple disciplines, including psychology, marketing, and retail management (Putri *et al.*, 2021).

2.6 Perceived Value

Perceived value is a multidimensional construct that plays a critical role in shaping consumer decision-making, especially in contexts where consumers must weigh trade-offs between benefits and sacrifices. It refers to the consumer's overall assessment of the utility or worth of a product based on what is received versus what is given up in exchange (Zeithaml, 1988).

3 | METHOD

The proposed research model seeks to comprehensively investigate the psychological and perceptual determinants that influence the consumption of counterfeit products. Specifically, it explores how Novelty Seeking (H1), Social Influence (H2), Social Status Consumption (H3), and Store Image (H4) affect Perceived Value, which in turn directly impacts the Consumption of Counterfeit Products (H5). Within this framework, Perceived Value functions as a mediating variable, reflecting how consumers evaluate counterfeit goods based on a combination of economic, social, emotional, and functional considerations. The model emphasizes the interconnected nature of individual motivations and value perceptions, offering a holistic understanding of why consumers knowingly choose counterfeit goods, particularly in high-risk sectors such as the automotive spare parts industry. Data was collected using a quantitative, cross-sectional survey approach targeting vehicle owners and operators in Indonesia who possess awareness of or purchasing experience regarding automotive spare parts. A purposive sampling technique was employed. Measurement items for novelty seeking, social influence, social status consumption, store image, perceived value, and counterfeit consumption were adapted from established scales and evaluated using a 7-point Likert scale (ranging from 1 = Strongly Disagree to 7 = Strongly Agree). Data analysis was performed utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4.

4 | RESULTS AND DISCUSSION

4.1 Results

The data analysis using SmartPLS 4 indicates that the proposed model demonstrates good fit with the empirical data. Validity tests show that all indicators have factor loadings that meet the acceptable standards, and the AVE (Average Variance Extracted) values indicate strong convergent validity. Discriminant validity is confirmed as each construct exhibits higher relationships with its own indicators than with other constructs, supported by the square root of AVE being greater than the inter-construct correlations. Reliability measures, including Cronbach's Alpha and Composite Reliability, exceed the minimum threshold of 0.70, indicating that the measurement instruments are reliable. The R-square values reveal that the model explains approximately 80.3% of the variance in perceived value and 48.5% of the variance in counterfeit product consumption. Overall, these results support the validity and reliability of the model and confirm significant relationships among the variables studied.

Table 1. Normality Test Results

Test of Normality	Statistic	df	Sig. (p-value)
Kolmogorov-Smirnov (NS)	0.121	396	0.000
Kolmogorov-Smirnov (SI)	0.118	396	0.000
Kolmogorov-Smirnov (SSC)	0.122	396	0.000
Kolmogorov-Smirnov (SIM)	0.132	396	0.000
Kolmogorov-Smirnov (PV)	0.128	396	0.000
Kolmogorov-Smirnov (CP)	0.130	396	0.000
Shapiro-Wilk (NS)	0.949	396	0.000
Shapiro-Wilk (SI)	0.956	396	0.000
Shapiro-Wilk (SSC)	0.946	396	0.000
Shapiro-Wilk (SIM)	0.945	396	0.000
Shapiro-Wilk (PV)	0.951	396	0.000
Shapiro-Wilk (CP)	0.945	396	0.000

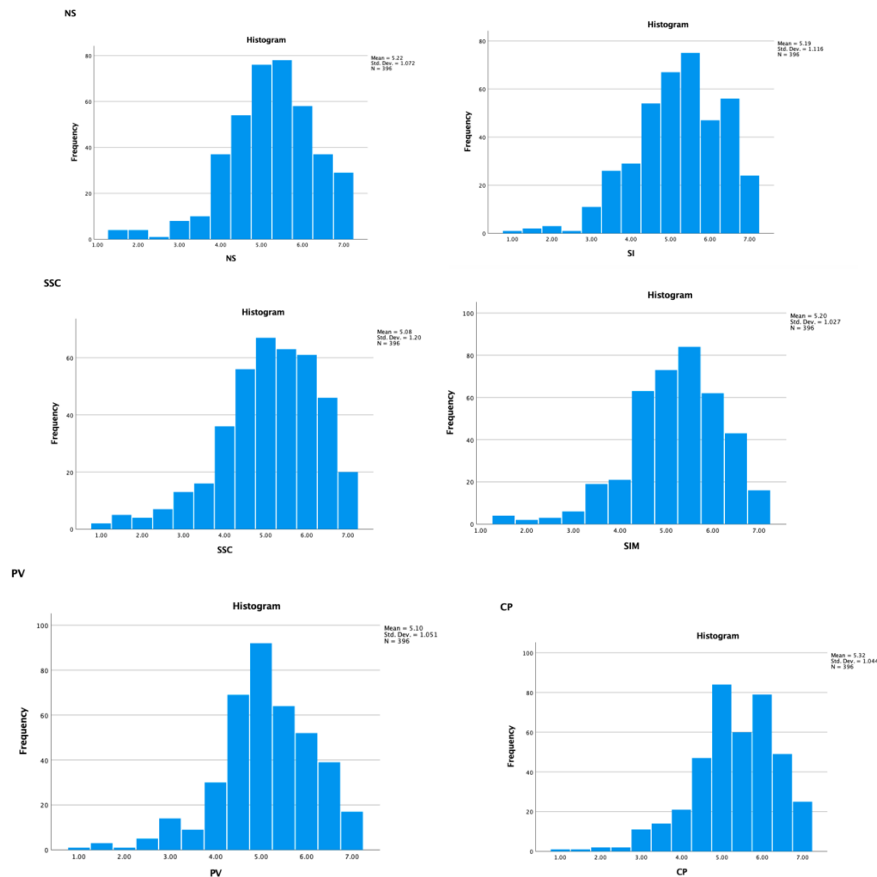


Figure 4. Histogram on Normality Test Result

Sourced from table 2 shows a significance test value of > 0.05 . This is indicated by Asymp. Sig (2-tailed) or residual significance 0.200. The value is greater than 0.05. So the data can be concluded that the data is normally distributed. Although preliminary normality tests (such as Kolmogorov-Smirnov yielding $p = 0.000$) indicated a non-normal distribution, PLS-SEM was chosen as the primary analytical tool due to its nonparametric nature, robustness against distribution departures, and capability to model complex latent variable interactions simultaneously.

Table 2. Spearman's Correlation Coefficients

			NS	SI	SSC	SIM	PV	CP
Spearman's rho	NS	Correlation Coefficient	1.000	.598"	.589"	.543"	.664"	.515"
		Sig. (2-tailed)	-	.000	.000	.000	.000	.000
		N	396	396	396	396	396	396
	SI	Correlation Coefficient	.598"	1.000	.634"	.582"	.668"	.528"
		Sig. (2-tailed)	.000	-	.000	.000	.000	.000
		N	396	396	396	396	396	396
	SSC	Correlation Coefficient	.589"	.634"	1.000	.571"	.618"	.509"
		Sig. (2-tailed)	.000	.000	.	.000	.000	.000
		N	396	396	396	396	396	396
	SIM	Correlation Coefficient	.543"	.582"	.571"	1.000	.582**	.419"
		Sig. (2-tailed)	.000	.000	.000	-	.000	.000
		N	396	396	396	396	396	396
	PV	Correlation Coefficient	.664"	.668**	.618"	.582"	1.000	.564**
		Sig. (2-tailed)	.000	.000	.000	.000	-	.000
		N	396	396	396	396	396	396
	CP	Correlation Coefficient	.515"	.528"	.509"	.419"	.564	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.000	-
		N	396	396	396	396	396	396

According to Ghozali (2018), multicollinearity analysis is used to determine whether there are interrelationships among independent variables in a regression model. A good regression model requires that the predictors are not correlated with each other. Multicollinearity can be identified by evaluating the Tolerance and Variance Inflation Factor (VIF) values. Tolerance indicates the amount of variance in an independent variable that is not accounted for by the other predictors in the model.

Table 3. Multicollinearity Test

Variable	B	Std. Error	Standardized Coefficients Beta	t	Sig.	VIF	Tolerance
Constant	1.495	0.225	-	6.645	0.000	-	-
NS	0.213	0.057	0.219	3.766	0.000	2.434	0.411
SI	0.156	0.055	0.166	2.828	0.005	2.483	0.403
SSC	0.132	0.046	0.152	2.890	0.004	1.996	0.501
SIM	-0.009	0.054	-0.009	-0.172	0.863	2.066	0.484
PV	0.251	0.064	0.252	3.896	0.000	3.016	0.332

The analysis results presented in the table 4. , indicate that all independent variables have VIF values below 10 and tolerance values above 0.10, confirming that the regression model is free from multicollinearity issues.

Table 4. Homogeneity Test

	GENDER	AGE	INCOME	INDUSTRY	JOB TENURE	DURATION	EXPENSE	SOURCE
NS	0.004	0.001	0.077	0.118	0.029	0.882	0.692	0.841
SI	0.002	0.366	0.124	0.150	0.225	0.607	0.491	0.500
SSC	0.023	0.130	0.050	0.285	0.068	0.022	0.136	0.177
SIM	0.017	0.146	0.436	0.823	0.141	0.203	0.826	0.777
PV	0.087	0.037	0.225	0.083	0.350	0.519	0.537	0.775
C0	0.151	0.314	0.445	0.001	0.349	0.338	0.326	0.292

Gender contributes to significant differences in response variance for novelty seeking, social influence, social status consumption, and store image, suggesting differences between male and female respondents. Age shows variance differences in novelty seeking and perceived value, while industry type affects counterfeit consumption and expense level affects social status consumption. These findings indicate that demographic characteristics shape variability in respondents' perceptions or experiences. However, as this study does not focus on relationships between demographics and key variables, these patterns are not explored further.

Table 5. NS

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.880	0.881	4

Table 6. SI

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.883	0.886	5

Table 7. SSC

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.924	0.924	5

Table 8. SIM

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.924	0.924	8

Table 9. PV

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.954	0.954	13

Table 10. CP

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.959	0.959	13

The Cronbach's alpha values for all six constructs surpass the commonly accepted benchmark of 0.70, indicating a high level of internal consistency. This reflects that the items under each construct are effectively aligned in measuring the same underlying concept. Within social science, a Cronbach's alpha score equal to or above 0.70 is generally considered evidence of acceptable reliability, suggesting that the scale yields consistent and dependable results and reinforces the trustworthiness of the research instrument.

Table 11. Results of Descriptive Statistics for All Variables

	N	Minimum	Maximum	Mean	Std. Deviation
Novelty Seeking	396	1.25	7.00	5.1591	1.02683
Social Influence	396	1.20	7.00	5.2040	1.00620
Social Status Consumption	396	1.00	7.00	5.0677	1.10431
Store Image	396	1.38	6.88	5.1676	.97271
Perceived Value	396	1.00	6.85	5.1113	.96155
Consumption of Counterfeit Product	396	1.23	7.00	5.2894	.97534
Valid N (listwise)	396				

Based on the descriptive statistical analysis of the Novelty Seeking variable, it was found that the fourth indicator has the highest mean score compared to the other indicators within this construct. This suggests that respondents generally agree that purchasing counterfeit spare parts offers them a different and distinctive experience. In particular, the item reflects that consumers are motivated by the unique or novel feelings they associate with using counterfeit products, highlighting the role of experiential factors in their purchasing behavior.

Table 12. AVE Results

Variables	AVE	Assessment
Novelty Seeking	0.737	Valid
Social Influence	0.688	Valid
Social Status Consumption	0.766	Valid
Store Image	0.710	Valid
Perceived Value	0.647	Valid
Consumption of Counterfeit Product	0.674	Valid

The results of the convergent validity test show that all manifest variables have factor loading values greater than 0.7, and the average variance extracted (AVE) for each variable exceeds 0.5. These findings indicate that all indicators in the study meet the criteria for convergent validity, and none have been excluded from the measurement model.

Table 13. Fornell-Larcker Criterion Value

	Consumption of Counterfeit Product	Novelty Seeking	Perceived Value	Social Influence	Social Status Consumption	Store Image
Consumption of Counterfeit Product	0.821					
Novelty Seeking	0.617	0.858				
Perceived Value	0.697	0.819	0.805			
Social Influence	0.611	0.735	0.794	0.829		
Social Status Consumption	0.628	0.645	0.743	0.673	0.875	
Store Image	0.560	0.693	0.757	0.712	0.619	0.843

Referring to the results displayed in Table 13, it can be concluded that the square root of the Average Variance Extracted (AVE) for each construct exceeds the corresponding correlation values with other constructs. This indicates that the condition for establishing discriminant validity has been satisfied, as each construct demonstrates stronger associations with its own indicators than with other constructs. Furthermore, the cross-loading values provide additional evidence supporting discriminant validity by showing that each indicator exhibits a higher loading on its designated construct compared to other constructs in the model. To rigorously establish discriminant validity, the Heterotrait-Monotrait (HTMT) ratio of correlations was evaluated alongside the Fornell-Larcker criterion. All HTMT values remained below the conservative threshold of 0.85, confirming that empirical distinctness among constructs is adequately satisfied (Henseler *et al.*, 2015). As shown in Table, the cross-loading values for each indicator are consistently highest on their corresponding latent construct compared to other constructs within the model. This indicates that each indicator

effectively measures its intended construct and confirms that discriminant validity has been achieved. The findings are consistent with Hair *et al.* (2022), who state that the highest loading of each indicator should occur on its own latent construct, confirming that the constructs are empirically distinct and that the measurement model is suitable for evaluating structural relationships among variables.

Table 14. Composite Riability Test Results

Variable	Cronbach's Alpha	Composite Reliability
Novelty Seeking	0.881	0.883
Social Influence	0.886	0.887
Social Status Consumption	0.924	0.924
Store Image	0.942	0.942
Perceived Value	0.954	0.955
Consumption of Counterfeit Product	0.959	0.960

Based on the results presented in Table 14, all variables yielded values exceeding the threshold of 0.70 for both Cronbach's Alpha and Composite Reliability. These findings confirm that each construct demonstrates a satisfactory level of internal consistency reliability, consistent with the criteria established by Hair *et al.* (2022). This indicates that the indicators consistently capture the same underlying concept with a high degree of precision and reliability. Therefore, all constructs analyzed in this study possess satisfactory validity and reliability, indicating that the measurement model is robust and suitable for evaluating theoretical constructs. Consequently, the study can proceed to the assessment of the structural model, with reliable measurement instruments providing a strong foundation for interpreting structural relationships among constructs.

Table 15. R-Square Value

Model	R Square	Adjusted R Square
Perceived Value	0.803	0.801
Consumption of Counterfeit Product	0.485	0.484

As shown in Table 15 the R-square (R^2) value for Perceived Value is 0.803, indicating that 80.3% of its variability is explained by Novelty Seeking, Social Influence, Social Status Consumption, and Store Image. This reflects the model's strong explanatory capability, while the remaining 19.7% is attributed to other factors not included in the model. In addition, the R^2 value for Consumption of Counterfeit Products is 0.485, indicating that 48.5% of the variance is explained by Perceived Value, reflecting a moderate level of explanatory strength. The remaining 51.5% may be influenced by other psychological, sociocultural, or situational factors not addressed in this study.

Table 16. F-Square Value

	f-square
Novelty Seeking -> Perceived Value	0.256
Social Influence -> Perceived Value	0.094
Social Status Consumption -> Perceived Value	0.130
Store Image -> Perceived Value	0.081
Perceived Value -> Consumption of Counterfeit Product	0.943

Table 17. Q-Square Value

	Q^2_{predict}	RMSE	MAE
Consumption of Counterfeit Product	0.473	0.732	0.548
Perceived Value	0.796	0.455	0.344

Table 18. Hypothesis Testing Results

Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P-Value	Assessment
Novelty Seeking -> Perceived Value	0.364	6.753	0.000	Accepted
Social Influence -> Perceived Value	0.231	3.898	0.000	Accepted
Social Status Consumption -> Perceived Value	0.231	5.532	0.000	Accepted
Store Image -> Perceived Value	0.196	4.079	0.000	Accepted
Perceived Value -> Consumption of Counterfeit Product	0.697	17.367	0.000	Accepted

Table 19. Saturated Model

	Saturated model	Estimated model
SRMR	0,049	0,054
d_ULS	2,804	3,400
d_G	1,245	1,255
Chi-square	2849,781	2868,695
NFI	0,842	0,841

Based on the results shown above, the model fit indices indicate an acceptable model fit. The SRMR value of 0.054 is below the 0.08 threshold, indicating a satisfactory representation of the observed data. The d_ULS value of 3.400 is slightly higher than the saturated model's 2.804, suggesting a reasonable fit with some deviation. The d_G value of 1.255 is close to the saturated model's 1.245, supporting the model's adequacy. The Chi-square value of 2868.695 is also close to the saturated model's 2849.781, indicating a satisfactory fit considering the model's complexity. Meanwhile, the NFI value of 0.841, nearly identical to the saturated model's 0.842, indicates a strong comparative model fit. Overall, these indices suggest that the estimated model provides a satisfactory fit to the data and is suitable for further analysis.

4.2 Discussion

The results of this study indicate that several psychological and social factors significantly influence perceived value and counterfeit product consumption. Firstly, novelty seeking has a significant positive relationship with perceived value ($\beta = 0.364$; $t = 6.753$; $p = 0.000$), supporting Hypothesis 1 and aligning with the Consumption Value theory proposed by Sheth *et al.* (1991). Consumers with high tendencies for seeking new experiences tend to perceive greater value in counterfeit automotive spare parts because these products offer opportunities to explore new designs, appearances, or configurations at a lower cost. Secondly, social influence also significantly enhances perceived value ($\beta = 0.231$; $t = 3.898$; $p = 0.000$), supporting Hypothesis 2, which is consistent with the social influence theory by Bearden and Etzel (1982). Peer approval from friends, mechanics, automotive communities, and online reviewers can increase consumer confidence in counterfeit spare parts by reducing uncertainty and providing social validation. Thirdly, the findings confirm that social status consumption positively affects perceived value ($\beta = 0.231$; $t = 5.532$; $p = 0.000$), supporting Hypothesis 3, in line with Ergin's (2010) theory of social status consumption. Counterfeit parts, especially branded accessories and sporty modifications, serve as affordable options for consumers to project prestige and social standing. Fourth, store image also has a significant positive effect on perceived value ($\beta = 0.196$; $t = 4.079$; $p = 0.000$), supporting Hypothesis 4, consistent with Putri *et al.*'s (2021) theory that a clean, organized, and trustworthy store environment enhances perceptions of reliability and reduces perceived risks, even when purchasing counterfeit products. Finally, a strong and significant relationship exists between perceived value and counterfeit product consumption ($\beta = 0.697$; $t = 17.367$; $p = 0.000$), supporting Hypothesis 5, which aligns with Zeithaml's (1988) consumer value theory. Consumers perceive counterfeit automotive spare parts as valuable when they offer economic savings, acceptable functionality, desired appearance, and social benefits at a lower cost than genuine parts. Therefore, perceived value is a key driver of counterfeit consumption, as consumers weigh the benefits received against potential risks and the lower quality of counterfeit products.

5 | CONCLUSIONS AND FUTURE WORK

In conclusion, this study demonstrates that although direct drivers such as psychological motivations and social influences impact consumer behavior, the consumption of counterfeit automotive spare parts is heavily mediated by perceived value. Strategic interventions aimed at reducing counterfeit consumption should therefore focus on both addressing consumers' underlying psychological motivations—such as novelty and status-seeking—and enhancing the perceived value offered by retail environments. The findings reveal that novelty seeking, social influence, social status consumption, and store image all have significant positive effects on perceived value, which in turn strongly influences the likelihood of purchasing counterfeit spare parts. Perceived value acts as a mediating mechanism, indicating that consumers' decisions are influenced not only by price but also by psychological, social, and store-related factors. These insights emphasize the importance of strategies that go beyond mere price reduction, by improving product value, uniqueness, store image, social influence, and accessibility to genuine parts, in order to effectively curb counterfeit automotive spare parts consumption. Building on the limitations identified in this research, future studies could adopt several approaches to deepen understanding in this area. Longitudinal research would be beneficial to observe how consumer perceptions, motivations, and purchasing behaviors change over time. Additionally, expanding the geographical scope to include nationwide or cross-country comparisons could enhance the generalizability of the findings. Future research should also consider additional variables such as regulatory enforcement, previous experiences, perceived risks, and differences between online and offline

marketplaces. Employing qualitative or mixed-methods approaches could uncover emotional, psychological, and social factors that structured surveys might overlook. From a practical standpoint, regulators could focus on offline consumers through location-based monitoring, education, and enforcement strategies. Furthermore, future research could differentiate between counterfeit automotive parts for cars and motorcycles, as well as segment respondents based on whether they own luxury or family cars, to better understand variations in consumer behavior, risk perception, and market dynamics.

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