Study of Price, Value and Purchase Behavior

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Abstract: The prevalence of counterfeit goods, to symbolize exist a demand that in the consumers' market. There are many norms and regulations to protect copyrighted edition sell, but also can not prevent consumers to buy the counterfeit goods. The respondents of this study whose have purchased the counterfeit goods. To discuss the buyer's perspective the price and value of counterfeit goods, and whether both have effects with purchase behavior. The results found that consumer percept the price and value had positively and significantly affects their purchase behavior, respectively. And the value has a positively and significantly affect consumers' purchase behavior. The results will provide the related industry to understand consumer purchase behavior and made the appropriate strategy.

Keywords: counterfeit goods, price, value, purchase behavior.

RESEARCH MOTIVATION

The counterfeit goods use the technological advances to make same as theauthentic goods. Including a variety of large number of counterfeit goods such as general consumer goods, books, pieces of leather accessories, cosmetics, drugs, music, computer' software, and other products to permeate on the market.

Although the emergence of counterfeit goods make a grate threat for the authentic goods, however, still had a lot consumers to buy the counterfeit goods. To understand the consumers why to buy the counterfeit goods, it is an important issue that for the authentic goods sellers. The other words, we can't to forecast the consumers purchase behavior, and also cannot to prevent from the consumer to be willing to buy the counterfeit goods, thus, the way of to understand the effects factors for consumers' buy, then change the related strategies of the product and sell of authentic goods, to correct the impression of consumers like to buy counterfeit goods.

LITERATURE AND HYPOTHESES

Price, it is the amount of the consumer to acquire a product or consume the service they have to pay or other valuable items [1]. When consumers to buy someone goods or to consumer services, for price perception is almost subjectively, that is named the price perception [2].

Value, it is a concept which alike experiences of interactive, relatively, and preferences [3]. Cronin *et al* [4] pointed out the value is an equal concept, that is the consumer perception the product's quality and their spend. However, to assess the value, we have had consider factors include monetary cost, non-monetary costs, personal experience, and characteristics, etc.

Behavior of customers to re-buy that can be regarded as a loyalty [5]. de Ruyter *et al.* [6] definition the customer loyalty, the customer purchase the service of service provider, which by way of the others' recommend or encourage, or promised to re-consume. Selnes [7] for customer loyalty views indicated that, consumers to buy the products or consume service which from the same sellers.

For the relationships among the price, value, and buying behavior, some research present the result of examine. A result of study measuring a relationship had a positively and significantly between value and the word-of-mouth from hotel [8]. Suter and Hardesty [9] study result pointed out, price had a significant impact on the perception of purchase intention. Petrick [10] indicate that prices will had a significant impact on the value and willingness to buy, respectively, and the value also had a significant impact on purchase intention. Thus, this study proposes three research hypotheses as follow:

H1: Consumers perception price have a positively and significantly affect the purchase behavior.
H2: Consumers perception price have a positively and significantly affect the value.
H1: Consumers perception value have a positively and significantly affect the purchase price behavior.

EMPIRICAL AND RESULTS

This study is according to the research hypothesis and use tool AMOS software to process analysis for the research model. The results showed that the each indicators of the model are: $\chi^2_{/df}$=3.62, CFI = 0.95, GFI = 0.92, AGFI = 0.89, RMR = 0.04, RMSEA = 0.07. One of these indicators, the indicator AGFI value was less than the threshold value of 0.8, but up to an

acceptable level. Therefore, showing this mode is an acceptable mode.

Next, the reliability and validity of this mode are to verification. As shown in Table 1, in terms of internal reliability, the price, value, and purchase behavior their Cronbach's α value for each: 0.83,0.86,0.91, respectively and the AVE value are: . 0.62 、 0.55 、 0.62; which are reached reliability and validity level.

Table1: The reliability and validity of research model

Construct	Cronbach's α	CR	AVE
Price	0.83	0.83	0.62
Value	0.86	0.86	0.55
Purchase behavior	0.91	0.89	0.62

Moreover, this study process to test the research hypotheses. First, the H1 was tested. As shown in Figure 1, the price had a positively and significant on the value (β = 0.30, p=0.00). The H1 was accepted. To test the H2, whether the value had a positively and significant on the purchase behavior by path analysis, also was reached the verified (β = 0.62, p=0.00). In

addition, to test the H3, which whether is the effect of value on the purchase behavior. Reported indicate that the value had a positively and significant on the purchase behavior (β = 0.52, P=0.00). So the H3 to proved. The empirical results of research hypotheses as flowing:
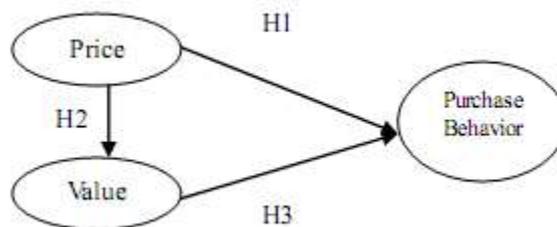

Fig-1: Result of model

Table 2: Summaries of value of hypotheses

Constructs	Standardization β	Standardization Error	*t*-value	p-value
Price→Purchase behavior	0.62	0.06	5.13	0.00
Price→Value	0.30	0.05	10.06	0.00
Value→Purchase behavior	0.52	0.07	8.32	0.00

CONCLUSION

In this study, were to explore and analysis the relationships between price, value, and purchase behavior in the consumers to buy counterfeit goods. For the empirical research hypotheses are all obtain supported. According to empirical results found that the β is the most high of the price had a positively and significant on the purchase behavior (β = 0.62). This shows that factor to affect consumers their purchase behavior of counterfeit goods, the price is the most important factor. In addition, the value is also a factor to affect purchase behavior of consumers' to buying counterfeit goods. That means is the consumers buy

counterfeit goods, they will be to compares and analyzed about price with authentic goods, and value of use. Thus, there are important factors the price and value of consumers' perception for their purchase counterfeit goods. The conclusion of this research can provide the thinking direction for the sales price to decisions in authentic goods industry.

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