



Analysis Of Symbolic Value In Purchasing Imitation Louis Vuitton Bags: Economic Sociology Perspective

Zikri Sharu Ramadhan ¹, Ricardi S. Adnan ²

^{1,2} Magister Economics and Business, Universitas Indonesia, Depok

Email: ¹ zikrisharu@gmail.com, ² adnanricardi@gmail.com

How to Cite :

Ramadhan, S, Z., Adnan, S, R. (2024). Analysis Of Symbolic Value In Purchasing Imitation Louis Vuitton Bags: Economic Sociology Perspective. EKOMBIS REVIEW: Scientific Journal of Economics and Business, 12(4). doi: <https://doi.org/10.37676/ekombis.v12i4>

ARTICLE HISTORY

Received [19 Juni 2024]

Revised [19 September 2024]

Accepted [15 Oktober 2024]

KEYWORDS

Symbolic Value, Imitation, Louis Vuitton, Qualitative, Case Study

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



ABSTRACT

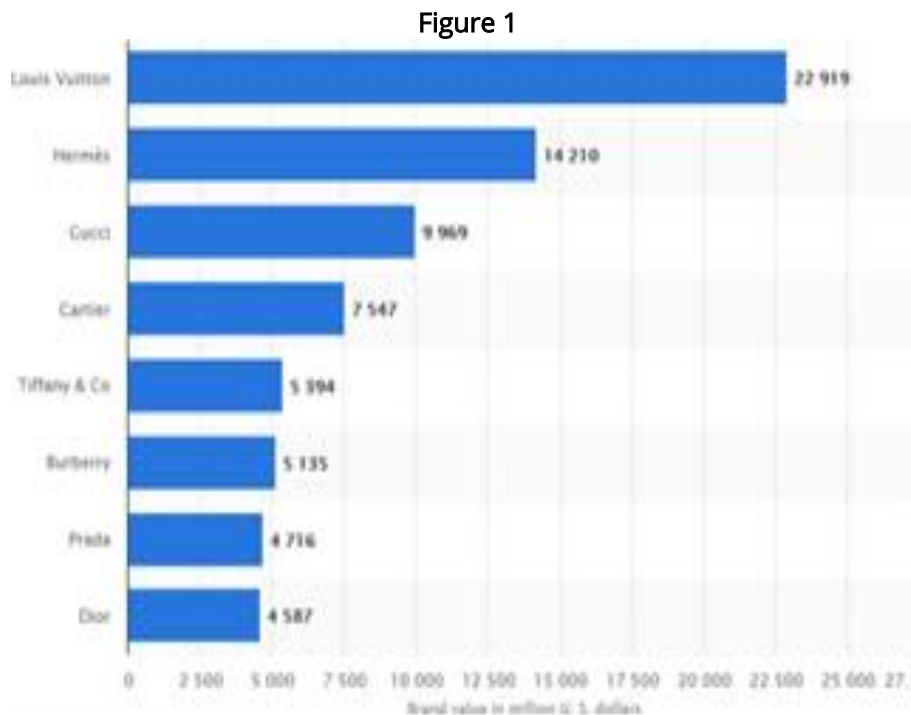
This research aims to explain the symbolic value in influencing the business of buying imitation Louis Vuitton bags which is seen using Beckert's (2009) four market valuation criteria. Based on a survey conducted by the Indonesian Anti-Counterfeiting Society (MIAP), economic losses due to imitation goods in Indonesia continue to increase every year until reaching a peak in 2014 of 65.1 billion rupiah, in 2020 it was recorded at 291 trillion, with a tax loss of 967 billion rupiah and employment of more than 2 million. Control over counterfeit goods is getting stricter. As explained by Cicilia King, Communications Manager for Louis Vuitton (Indonesia), especially in Europe, the company provides education, including to officers at airports, so that they are able to identify whether an item is genuine or fake. Louis Vuitton, according to various records, is the most counterfeited famous brand (Kompas.com). Young consumers are increasingly buying imitation products from luxury brands. Because late childhood is a time of searching for identity and a time of change (Asyia et al., 2022; Sofianita, 2015). This research uses Beckert's theory in the article The social order of markets (2009). Researchers used a qualitative approach with a case study type of research. The findings in this research explain that market valuation criteria consisting of standardization, cognitive anchoring, normative legitimacy, and social positioning are explained in this case study.

INTRODUCTION

In this modern era, technology has a strong influence on human life, creating various types of goods. The development and progress of information systems and technology has indeed had a significant impact on technological progress in various fields of human life. The more advanced the information system and technology, the higher the level of vulnerability due to counterfeiting

(Albab, 2020). The trend of consumers choosing imitation fashion products has resulted in an increasing number of imitation products being circulated, which can be detrimental to many parties. One of the impacts of globalization is the development of the fashion industry, especially bags.

The increasingly rapid and diverse development of the fashion industry makes consumers want the newest products, but it is a shame that exclusive branded fashion products are now being imitated in various ways. In Indonesia, cases of imitation or similar brands tend to increase from year to year depending on the number of products sold on the market without original certificates (Dewi & Hendrastomo, 2018).



The Most Valuable Luxury Brands Worldwide in 2017 Source : www.statista.com

Adolescents who believe that physical appearance is an important means of social acceptance will tend to always pay attention to their appearance. The lifestyle component carried out by teenagers in this case is purchasing goods with the aim of being considered prestigious and maintaining one's reputation and appearance (Branje, 2022). At the younger generation level there seems to be a certain social class, because it is assumed that if someone uses an exclusive brand product then they are considered to have a higher social status (Agustiniingsih, 2019).

The most requested brand is Louis Vuitton (LV) (figure 1). Louis Vuitton is a French fashion house that was founded in 1854. The uniqueness of this luxury brand lies in its iconic monogram pattern and is famous throughout the world. Louis Vuitton is a fashion retailer that regularly launches new handbag designs and the quality of its products all meet very strict production standards. Various data released by Interbrand (2017) shows that Louis Vuitton is a brand that has the ability to greatly influence consumer product choice decisions.

Along with the high interest in these luxury bags, imitation products or what are usually referred to as KW from China have flooded the Indonesian market. This product is also widely consumed by teenagers who are part of upper middle class society. Consuming imitation products is an effort to differentiate in order to achieve the desired social image.

The circulation of imitation products is international and is carried out by many companies, for example in China, Chinese police investigators recently discovered a counterfeit company producing imitation Louis Vuitton products.

The alliance even earned around 100 million yuan or around 223 billion rupiah. Technological advances mean that transactions that are usually only carried out through traditional market sales can now be carried out online through e-commerce applications. E-commerce is the distribution, sale, purchase and marketing of goods or services based on electronic systems such as the Internet, television and other technological networks. The advantage of using e-commerce is that it provides global reach for sellers.

From an economic sociology perspective, the phenomenon of purchasing imitation Louis Vuitton bags that attracts attention is how symbolic value is reflected in consumer decisions. Although authentic goods promise high quality and social status, many consumers choose imitation bags for significant economic reasons.

The fundamental question in this analysis is what drives consumers to choose imitation Louis Vuitton bags over genuine items. Apart from economic factors, purchasing counterfeit goods also contains complex symbolic meanings. In the era of globalization and growing consumer culture, luxury goods are often seen as symbols of social status and success.

LITERATURE REVIEW

Purchase Decisions On Brand Image

Brand image is an impression obtained in accordance with a person's knowledge and understanding of something. If a company succeeds in creating a positive image, the results will be felt in the long term, especially if it is always able to maintain it, namely by always being consistent, a good image will be able to be remembered by consumers outside of their minds. Brand image is related to attitudes in the form of beliefs and preferences towards a brand (Pandiangan, *et al.*, 2021).

In the journal Fatlahah, Aniek (2013) brand image influences the decision to purchase Magnum ice cream at the Griya Mapan Santosa housing complex, Rungkut Surabaya. This is because the Magnum brand image itself is an ice cream brand that originates from abroad so that consumers are able to remember the Magnum brand without having to decide for a long time compared to ice cream that does not have a good brand image. Consumers will take longer to make purchasing decisions..

Product Quality On Purchasing Decisions

The product quality of each product or service is one element that must receive serious attention from the company, if the company wants to win competition in the market. Quality is the overall characteristics and characteristics of a good or service that influence its ability to satisfy stated or implied needs (Nasution and Rasal, 2021). Quality is a differentiator between one product and another.

Sometimes in decision making consumers prioritize quality when purchasing a product. Where durability, benefits, durability are components of product quality that are used as consideration for decision making.

Purchasing Decisions On Price

Price is the value of an item expressed in money Siregar and Hakim (2018) where price is a sacrifice that must be made by consumers for every decision to purchase a product or service that has been used. To make a sacrifice, consumers are more selective in choosing the price of a product. In the journal Hasan (2015) Price shows a significant influence on purchasing decisions for Yamaha Motor Matic.

Yamaha motorbikes, which are known for their agile, economical slogan, will make consumers willing to spend money to purchase Yamaha motorbikes because with the slogan agile and economical, consumers will easily remember their decision to purchase Yamaha motorbikes.

METHODS

This study uses a qualitative methodology with a case study research type. This type of research explains comprehensively the aspects of individuals, groups, organizations (communities), programs or certain social situations (Maria, 2020). This research specifically uses a single case because it focuses on only one target (one location or one object), so the appropriate research strategy is a (case study).

This research process involves several important efforts, such as asking questions and procedures, analyzing data inductively from specific themes to general themes, and interpreting the meaning of data or findings. Researchers use this qualitative approach based on situations in the field, the aim is to comprehensively identify consumer choices regarding imitation Louis Vuitton bag products..

This research process involves several important efforts, such as asking questions and procedures, analyzing data inductively from specific themes to general themes, and interpreting the meaning of data or findings. The researcher used this qualitative approach based on the situation in the field, the aim was to comprehensively identify consumer choices regarding imitation Louis Vuitton bag products.

RESULTS AND DISCUSSION

Imitation Product Brand Profile In Indonesia

It cannot be denied that every brand, whether in the fashion, technology, beauty or even food industries, always struggles with the problem of counterfeit products. A counterfeit product is a product made in the name of a brand, or even made exactly according to what that brand makes. The presence of counterfeit products in society certainly raises pros and cons for each party.

Reported by detik.com, many fake goods are found in online shops in Indonesia. The economic losses achieved due to counterfeit goods in Indonesia reached IDR 291 trillion. The Indonesian Anti-Counterfeiting Society (MIAP) and the Institute for Economic Analysis of Law & Policy Universitas Pelita Harapan (ERALP UPH) stated in detik.com that Indonesia experienced tax losses of IDR 967 billion and potential job opportunity losses of more than 2 million due to counterfeiting.

The most concrete example that is often found in society is the phenomenon of fake or imitation products from the Louis Vuitton brand. The Louis Vuitton brand itself is very popular for its bag products for women. However, because Louis Vuitton bags themselves have a high price for some groups, many irresponsible parties make imitations of Louis Vuitton bags that are exactly the same as the original bags. People who cannot afford to buy original products prefer to buy imitation bags that carry Louis Vuitton frills.

Some people who cannot afford to buy original products from Louis Vuitton agree that the existence of these fake products helps them to achieve what they want. But of course that is not the case for the Louis Vuitton brand itself, they are at a disadvantage because there are many fake products in circulation, they are at a disadvantage because it is damaging the image of their brand which is known for its prestige and luxury. Brands cannot do much because there is not just one person who counterfeits their products, but many and are spread across various countries, so it will cost the brand itself a lot of losses if they have to follow up legally.

A similar incident was experienced by the Scarlett Whitening brand. This local brand that sells body care products has a problem with fake products being sold on the market. The Scarlett Whitening brand itself is actually not a very prestigious and luxurious brand, the price of this product is affordable for skincare consumers in Indonesia.

The Scarlett Whitening brand also wants to reach all market groups throughout Indonesia, so the brand has implemented a reseller system to make it easier for consumers throughout Indonesia to buy products. However, the irony is that this sales system is one of the loopholes for those selling fake products. Those selling fake products easily imitate and sell products from the Scarlett Whitening brand with unclear ingredients so that the selling price can be cheaper than the original product.

The price displayed on the market is much cheaper than the original price. Apart from that, the perpetrators selling fake products also explained to their online shop that the packaging they were selling was smaller because it was aimed at consumers who just wanted to try the product to see if it was suitable for them or not. The product that is often found to be fake in the Scarlett Whitening brand is body lotion and is only found on Lazada e-commerce.

This bad phenomenon often occurs in Indonesia in various trade sectors, generally due to being tempted by cheap prices with original frills, even though in reality the product is clearly fake because the materials used to make it are different so it can produce a cheaper price than the original price.

Moreover, the danger posed by fake products from the Scarlett Whitening brand, because they are body care products, is damage to consumers' skin. Sellers of counterfeit products will certainly not be responsible for the effects resulting from the products they sell.

Informant Profile

This section describes the profile of each informant which is explained in depth. To find out how their background is seen from a cultural, social and economic perspective, so that it plays an important role in shaping their social interaction patterns..

a. Informant AL

AL is the initial given by the researcher. AL herself is a 19 year old female student, born on April 15 2005 in East Jakarta City. AL's father works as an employee at a state-owned company. AL's father works every Monday to Friday. AL's mother works at an insurance company. Mrs. AL works three days a week with a work from home and work from office system.

AL is the first child of 3 siblings. His younger sibling is a 14 year old girl who is currently in eighth grade at a state junior high school in East Jakarta. The last sister is a girl who is approximately 10 years old and is currently studying at a state elementary school in East Jakarta.

b. Informant MAR

MAR is the initial given by the researcher. MAR herself is a 19 year old female student, born in Bekasi, West Java on March 25 2005. MAR's father works as an employee at a private company. MAR's father works every Monday to Friday. MAR's mother is a housewife.

MAR is the third child of 4 siblings. His younger sibling is a 10 year old girl who is currently in fourth grade at a state elementary school in Bekasi City, West Java. MAR has two older brothers, both of whom are not yet married.

c. Informant DIS

DIS is the initial given by the researcher. DIS herself is a 17 year old female student, born on September 10 2006 in West Jakarta City, DKI Jakarta. DIS's father works every Monday to Saturday. Mrs. DIS is a private employee at a media company who works five days a week using a work from home and work from office system.

DIS is the first child of 2 siblings. The younger sibling is a 6 year old girl who is sitting in kindergarten at a private kindergarten in South Tangerang..

d. Informant NAM

NAM is the initial given by the researcher, NAM herself is a 17 year old female student, born on July 21 2006 in South Jakarta. NAM's father worked as an entrepreneur. Nam lives alone with his father. Mrs. Nam works as an employee in a car showroom. NAM's mother does not live with NAM and her father because they have separated. Mrs. NAM now lives with her new husband and has two children.

NAM is the only child of his father and mother. NAM's younger half-brothers are boys aged seven years and one year respectively.

e. Informant FEB

FEB are the initials given by the researcher, FEB herself is a 17 year old girl, born in Jakarta 13 August 2006. FEB is the only child in her family and currently FEB lives with her grandmother because her mother is in Bali but FEB does not know her whereabouts. his father. FEB also lives in a close environment with his extended family, where his house is close to two other relatives' houses. At the FEB school, they prefer not to join the organization at their current school.

f. Informant GIS

GIS is the initial that the researcher gave, GIS herself is a 17 year old female student, born on July 22 2007 in Bandung, West Java. GIS's father works as a private employee at a state-owned company. GIS father works every Monday to Friday. Mrs. GIS also works at a state-owned company.

Mrs. GIS works from Monday to Friday with a work from home and work from office system. GIS is the first child of 3 siblings. His younger brother is a 15 year old boy who is currently in eighth grade at a state junior high school in South Tangerang. The last sibling is a boy aged approximately 2 years.

Standardization

The value of a commodity as seen from its functionality is still attached to the phenomenon of purchasing imitation Louis Vuitton brand bags. Imitation Louis Vuitton brand bags still have their own character for their users, this is illustrated by the informant's interview expressions as follows:

" The first thing that I think is that apart from being elegant, it's also unique.""From the motif, I really like the motif, what's the picture, the color too? They have lots of colors, right? Apart from brown, there's a green one, all kinds of things. I'm interested. It's unique, I see it there.."

" yes, that's the hologram." (AL Interview, April 2024)."because the brand is already well-known, bro, so it looks good." "The material is really good, and the model is simple but elegant, you know, sis." (MAR Interview, April 2024)." Um, bro, what is the Louis Vuitton bag? I think it's good. I also like the designs, so that's why I'm interested in buying a Louis Vuitton bag.." From what I've seen, the Louis Vuitton bag seems very feminine, so it's like a luxury brand, right?. "" Then, it just looks cool if you wear it, for example. "" Then it looks like it's exclusive and the bag is really nice." (DIS Interview, April 2024).

"It's like it's more classy, and sometimes it's better if you wear any outfit, it's still elegant too." (NAM Interview, April 2024)."Fancy, like fancy, it means like, I don't know, every time I see Louis Vuitton it's like... it seems like it has its own meaning, like its own charisma, which is like, oh yeah wow like that, which is like shining, shimmering, splendid like that."Um, yeah, that's it,

maybe because I'm also attracted to the logo, I don't know why, with the logo it seems like an eye-catch, you know, it's like they already have their own market, so maybe there are other brands that it's like it should be in, what, should it be promoted first or what, but it's like coming back to that, in my opinion, Louis Vuitton doesn't have to be in, what is it, it doesn't have to be promoted, they already have their own market, bro, so it's like it's already good." (FEB Interview, April 2024).

"The hologram."It attracts people's attention to see it too."Tulisannya itu udah eye catching gitu loh buat orang-orang kayak LV gitu loh." (Wawancara GIS, April 2024).

Apart from the character that remains attached to imitation Louis Vuitton bags, the informant feels that the quality of imitation Louis Vuitton bags is also not too far from genuine Louis Vuitton bags. The informant also knew that the bag he owned was an imitation bag, this is illustrated by the informant's interview expressions as follows:

"At that time, I was looking for this one, which is very similar, sis, from what I noticed, yes, from what I noticed, when I differentiated the original from the imitation, I looked at how it looked, the motif material was similar, but I think it's very similar. This one is still very similar and at that time I bought it online."

" At that time, I bought it at a normal online shop, but it was for imitation." I know it's an imitation because it's in the explanation, so I'll just try it and see if it's an imitation to buy.."

"If the one I have now is exactly one hundred percent or not, but if you look at it from a distance, for example from up close, you could still say it's like oh, it's like it's not an imitation bag like that, but if it's someone who really pays attention or really knows what the difference is maybe they will say oh this is an imitation so in my opinion the quality is very good." price huh? At that time I bought the right one for a goodie bag, I bought it for seven hundred thousand."

" "It's quite good actually" (chuckles). (AL Interview, April 2024). "Yes, it's not that good, bro, because it's not the original, so there's definitely a difference, it's not as perfect as the original, but I mean it's still good."

"Well, I don't understand that."It's pretty much the same, so the biggest difference is that the logo is a bit different from the original, in terms of the material."

"not really, bro."Yes, because they are almost the same."

"you're aware." "because the price is cheaper than the original one." (MAR Interview, April 2024). "The quality of the Louis Vuitton bag, the Louis Vuitton bag that I have, is actually the same, it's just that it looks like my item.. "

" In terms of quality, it's actually pretty good. "" Hey, when I bought it, the price was around 2 million. " Eee, if I'm not mistaken, around 5-6 million. " From the website, I searched the website to find out the price around that amount on the website. "

" Well, in my opinion, I think it's already at level one. " (DIS Interview, April 2024). "KW 1 sis."3 million."The chain is a bit different, and inside there's something like a bar - not a barcode like anything... the serial number of the bag is a bit different too, and the material." (Nam interview, April 2024).

Cognitive Anchoring

In the cognitive anchoring criteria section, the researcher shows that there is a reflective process and knowledge that underlies the informant in making the decision to buy an imitation Louis Vuitton bag. The informant's reflective process is illustrated by the following interview expressions:

" "When I looked at it, I was like, wow, it turns out that bag is really nice, the material, the pattern, the pattern is like that, I really like it, it turns out it's the same model as Louis Vuitton, that's why I'm interested in buying it too." (Al Interview, April 2024). "because I want to reward myself and I really need it." (MAR Interview, April 2024). "Like, wow, this is a rich person." "Yes, continuing to be like that might make people think, every time they see me wearing that bag, it's like, wow, this is really cool, people." (GIS Interview, April 2024).

The cognitive anchoring criteria also describe how consumers use their knowledge in deciding to choose a commodity, this is illustrated in the following interview expressions:

" If I'm the only one looking for or stalking Louis Vuitton, it's only on Instagram, so I'm looking at what updates they've just collaborated with, I see, look at the reels, it's like that, sis." (AI Interview, April 2024).

"Do you want to know more about the original products, their characteristics, from the original design logo to the materials, the types of models too?."I want to search on the internet and ask other friends too, sis." (MAR interview, April 2024).

" Um, actually, I don't know Louis Vuitton bags that well, I only knew about them from websites that I searched and then from social media, I also saw what influencers used them too. So you know it from there, just watch it from there. " (DIS Interview, April 2024)."because there are a lot of things I don't know about LV, like I don't know how to clean it, actually I can clean it at home if, for example, the chains are dirty, and whether or not it turns out, for example, if the original LV is the same as the fake one, the packaging is already different, for example. he still got the certificate, but KW didn't get it, and also from the serial number, it seems like I actually still can't tell much difference, you know?."

"Most of all, searching, searching, finding out, then asking my friends who actually have original LV, like how it is, how to buy it, where it is, like that." (NAM Interview, April 2024)."It's good to follow." Again from somed, from Instagram." (GIS Interview, April 2024).

Normative Legitimation

Normative legitimacy is a social belief system agreed upon by actors. This illustrates that Louis Vuitton brand bags have norms inherent in society, this is illustrated by the following interview expressions:

" Why is Louis Vuitton the brand that I dream of? Actually, I've liked it for a long time and I've liked it for a long time. Yes, I feel like Louis Vuitton is not a brand that's trivial, it's like he's high level and all kinds of things. I look at him. "What are the things like, who uses it, who has it and who buys it, the goods, the ingredients, the product, all kinds of things, that's what makes me like it even more" (nods slightly) (AL Interview, April 2024)."because the brand is already well-known, the quality is also good, bro... because of the need too"

"Yes, so it's fun." (MAR Interview, April 2024)." Eee, because at that time (slight cough) I was also looking for a branded bag and then like at my friends, at home, one of my friends was wearing a genuine Louis Vuitton bag, so it was like I saw it. Wow, that's really good, that's why I really want to go with Louis Vuitton. "

" Hey, because Louis Vuitton is a fairly old and well-known brand, right? And um, it's one of the luxury brands that a lot of people wear, so I'm just interested in buying Louis Vuitton. " (DIS Interview, April 2024)."So, bro, in South Jakarta, it seems like it really depends on people, but usually people look at our background, what do we bring, and sometimes people look at it like "Oh, LV, it's really good, it must be expensive, buy it. Where?" and he has more respect in that friendship because he brings expensive things, he is praised more like that, bro."

"because a lot of people use it, then... eeh... that's good too, after I saw people eeh... in my group of friends, one of whom was using the original LV, well, it seemed like no one really noticed whether it was real or fake, so it was like they are always good, yes, good, yes, cool, I want to buy it, where do I buy it, that's it"because of his branding, bro, it's really good"Yes, everyone, lots of artists use it, so it seems like LV's branding is really good, lots of people like it" (NAM Interview, April 2024).

"Because maybe it's prestige. Then you can also look like it's cool if you have an LV bag like that. So it's okay to buy it even if it's an imitation."Because actually I know that even if the price is expensive, there must be quality too... so like... then, I mean like it's not wasteful to use, you know, so like for example you can still use it to get rich in the next 10 years, so yeah, like that." (GIS Interview, April 2024).

Social Positioning

Social positioning criteria describe the recognition of social value in a commodity. If a commodity has far from its material value, the commodity will have quite high symbolic value. Receiving various positive responses from the surrounding environment regarding the use of imitation Louis Vuitton bags made the informant feel flattered, this is illustrated from the results of the interview as follows:

" their response is that they like the product that I have, they ask where to buy it and all kinds of things, how much does it cost, yes, the basic questions that come out are good, like that and that.."Honestly, I feel happy, I'm happy and I'm happy, like I can let them know, for example, if this item is good, I'm happy." (Interview with AI, April 2024).

"When you say it's cool, it makes you look cool."because it's good, so I asked where to buy it, sis."I'm satisfied, Sis, it's like being praised by your friends." (MAR Interview, April 2024)." Eee, I don't know if they actually know or not if it's actually an imitation bag, eee but they eee seem like they're welcome like that. I wear a Louis Vuitton bag. "

" Usually it's like "Hey, if you buy this bag, buy this Louis Vuitton bag, it's good, yes it looks good" but I don't know if, for example, they actually know whether this is an imitation bag or not.. " Actually, I feel like I'm happy because they're kind of curious, I mean, like, notice that I'm using this bag, but sometimes I also feel like they know, don't they know, don't they know, they're hesitant, scared, like that. " (DIS Interview, April 2024). "they sometimes look directly at the bag, not at me, he immediately looks at it like ihh yes LV yes ih really cool must be expensive, like that."

"really happy, happy."k Sis, oh it's like this, it turns out that if you wear an LV bag, people will be like that, but sometimes there's a feeling of fear too, sis, because you're afraid that someone will find out, eh, you're really confident even though it's fake like that, there's still that feeling of fear. " (NAM Interview, April 2024)."That's good, that's really cool because it's rare in schools, like, for example, if you just go straight to him using LV like that, you know?."

"Maybe I'm the one who started my friends using LV at school or something."Ehm... I'm proud and happy and like it's cool too. If you just use a bag like that you can be considered cool, it's still good, so it's like I'm happy." (GIS Interview, April 2024).

Using imitation Louis Vuitton bags can also increase one's value in one's social environment. The informant admitted that the imitation Louis Vuitton bag he owned had been used at various events and increased his self-confidence, this is illustrated by the following interview expressions:

" I really feel more confident. In fact, wearing Louis Vuitton, I'm confident and I feel like I'm happy, I just feel like I like it because it's one of the things that I like too, so I'm comfortable wearing it too."for example, what if, for example, sometimes on campus, right? For example, if you ask me this, how much, like that, bro, how about the questions that they give me, sometimes they are the ones, eee, please try to see or try what if, for example, they use that, so That's right, I really like them too" (nods slightly).

" still social status huh? "I think for me personally, it's quite good, it's actually quite an improvement." eh, yes, that is one of my hopes, how will it look with the items I have now" (nods slightly). (AL Interview, April 2024).

"Yes, bro, I'm confident, but I'm nervous, afraid that someone will know that it's KW."I'm confident with people who don't use that brand and I'm not confident when I'm with people who know that brand."

"terlihat lebih wah dan high class gitu kak."so people are in the spotlight." (MAR Interview, April 2024)." Because again, Louis Vuitton is one of the famous and luxury brands, so that's what it looks like to me, what's more, it's more feminine, more classy, that's what it looks like.."

" Quite often actually, because of what one of the bags is, maybe people know, so I often use it when I'm playing.. " hey, I usually wear a Louis Vuitton like that when I go out and play with my friends, maybe for a Longchamp it's more like a bag that I need to carry a lot of things, so for

a Longchamp I often wear a Longchamp to school rather than I play eee because the Longchamp I have is so big". I can see that my friends are starting to be like umm, like they're looking at me like "Oh, he has a bag like this nowadays, it's like he's really following the developments of the times." So I feel like that and they're like that. " (DIS Interview, April 2024). "Yes, you can, you really can, but I'll go back to what I said, sometimes there's a feeling of fear."

"Yes, they can, so they don't look down on me, and also like oh yes, namira hedon now, like that." (Interview NAM, April 2024). "Because maybe people can't look down on me like that, like for example they see that, like, I too, I also have that... I can use it like all of them." (GIS Interview, April 2024).

CONCLUSION

The informant in this case did not know the detailed rules for purchasing Louis Vuitton bag products, so in his thinking paradigm it was considered normal if the bag product purchased was an imitation type. This can happen due to the influence of social validation which has a huge impact on the existence of each individual because Louis Vuitton bags give the impression of high class, simple, elegant, feminine, exclusive, luxury brand, cool, cool and prestigious.

The reason the informant buys Louis Vuitton bags is because they are considered to have good quality and are durable and other influences come from influencers who use them because many consumers want to gain recognition from the same social class as artists, so they buy a lot of these bags either from offline shop media or entrusted services via social media. So this makes market demand soar due to trends marketed by influencers.

Informants still do not fully understand the details about the Louis Vuitton brand. For them, the brand is only part of a social need, without delving into the special aspects behind its existence. Louis Vuitton may only be seen as a status symbol or a lifestyle to be fulfilled, without delving into the history, innovation or underlying values. In the informant's view, it is important to own or use products from the brand to maintain social reputation or self-confidence, without really understanding what makes the brand so special or valuable in the eyes of the world of fashion and luxury.

The informant realized that the bag they were using was actually an imitation product from Louis Vuitton. This awareness may come from talking to friends or family who know more about the brand, or perhaps from a direct comparison with the original product they saw. This realization can give rise to mixed feelings, where informants feel cheated and a little embarrassed because they have used fake goods to fulfill their social needs. However, on the other hand, this can also be a moment of enlightenment where they begin to question the values underlying their desire to own luxury brand products, as well as the social and economic impact of the counterfeit goods industry.

The informant still gets social recognition even though he uses imitation Louis Vuitton bag products because everyone does not know the exact characteristics that differentiate imitation and original products, which results in apathy among high social class people because most people only look at the physical beauty of Louis Vuitton products in terms of physical beauty. Rather than originality, this is what has led to the widespread use of imitation Louis Vuitton products.

The informant felt confident even though he was using imitation Louis Vuitton products because the informant had already met the requirements to join the upper middle class group, which could happen because all the models imitated from genuine products had received the status of social recognition from society.

Also, the widespread glorification of Louis Vuitton bag products means that in the end the informant gets the support of strong social conditions in society and this is what encourages open acceptance of the informant.

SUGGESTION

1. Brand Image

According to Kotler and Armstrong (2005) brand image is a set of consumer beliefs regarding a particular brand.

2. Product quality

According to Kotler (2005) product quality is the overall characteristics and characteristics of a product or service in terms of its ability to satisfy stated or implied needs.

3. Price

Kotler (2008) Price is the sum of the values that consumers measure for the benefits of owning or using the product or service..

4. Buying Decision

Purchasing decisions according to Kotler and Keller (2007) are decisions to continue or not to continue purchasing.

REFERENCES

- Agustiningih, N. (2019). Gambaran Body Image Pada Remaja Usia 16 – 18 Tahun. *Jurnal Kesehatan Mesencephalon*, 5(1), 48–52. <https://doi.org/10.36053/mesencephalon.v5i1.106>
- Albab, D. U. (2020). *Persepsi Konsumen Mengenai Produk Palsu Dan Penampilan Atribut Produk Terhadap Minat Beli Produk Palsu di Yogyakarta*. Universitas Islam Indonesia Yogyakarta.
- Ali Hasan, S. E. (2015). *Tourism marketing*. Media Pressindo
- Branje, S. (2022). Adolescent identity development in context. *Current Opinion in Psychology*, 45, 101286. <https://doi.org/10.1016/j.copsyc.2021.11.006>
- Dewi, S. E. K., & Hendrastomo, G. (2018). Perilaku Belanja Produk Tas Tiruan Bermerek Eksklusif Sebagai Bentuk Representasi Identitas Diri di Kalangan Mahasiswa Universitas Negeri Yogyakarta. *Jurnal Pendidikan Sosiologi*, 1(1), 1–12.
- Fatlahah, Aniek. (2013). Pengaruh Kualitas Produk dan Citra Merek Terhadap Keputusan Pembelian Es Krim Wall's Magnum. *Jurnal Ilmu Manajemen* 1(2), 472-85. <https://jurnalmahasiswa.unesa.ac.id/index.php/jim/article/download/2974/5818>
- Kotler, P. (2007). *Manajemen Pemasaran*. Erlangga.
- Kotler, P., dan Armstrong, G. (2005). *Manajemen Pemasaran*. Indeks
- Kotler, P., dan Armstrong, G. (2008). *Dasar-dasar Pemasaran - Jilid 2*. Erlangga
- Maria Santika, F. N., dan . S. (2020). Pengaruh Bonus Pack, Daya Beli, Dan Kepercayaan Institusi Terhadap Loyalitas Pengguna E-Money Campuspay. Value Added : *Majalah Ekonomi dan Bisnis*, 16(2). <https://doi.org/10.26714/vameb.v16i2.6059>
- Nasution, H., dan Rasal, A. (2021). Faktor-Faktor Penentu dalam Mengambil Keputusan Pembelian Mobil Merek Toyota New Avanza Di Kota Batam. *Jurnal Trias Politika*, 5(2), 193-196.
- Pandiangan, K., Masiyono, M., dan Atmogo, Y. D. (2021). Faktor-Faktor yang Mempengaruhi Brand Equity: Brand Trust, Brand Image, Perceived Quality, & Brand Loyalty. *Jurnal Ilmu Manajemen Terapan*, 2(4), 471-484.

Siregar, N., dan Hakim, F. (2018). Pengaruh Pencitraan, Kualitas Produk dan Harga Terhadap Loyalitas Pelanggan Pada Rumah Makan Kampoeng Deli Medan. *Jumant*, 8(2), 87-96.