

Abstract**Consumer's Intentions Consumption of Luxury Brand Counterfeit
(Role of M-O-A Theory)**

Luxury brand Counterfeit products cause a considerable amount of damage in the free market economy. The purpose of this study is to empirically investigate some utilitarian and hedonic shopping motivation, plus brand attitude, purchase situation and product knowledge as intervening variable to assist in understanding and ultimately addressing this phenomenon. Some shopper at windows shopping in Pasar Atom, Pasar Grosir Surabaya, Jembatan Merah Plaza and Tanggulangin Industrial central tural comparisons are made between purchase situation and product knowledge aspect was surveyed about their behavioral intentions regarding luxury brand counterfeit products. A total of 200 usable questionnaires were gathered.

Results show that consumer utilitarian and hedonic shopping motivation are strong predictors of the behavioral intentionsd and evaluation brand attitude of luxury brand counterfeit products. The effect of purchase situation are strong effect to utilitarian and hedonic shopping motivation, but product knowledge is does 'nt have effet to utilitarian and behavioral intentions. The results also suggest that the more evaluation the subject has for the brand attitude, the more intentions the subject would have to purchase the luxury brand counterfeit product.

Keyword: Utilitarian And Hedonic Shopping Motivation, Luxury Brand Counterfeit, Purchase Situation, Product Knowledge, Behavioral Intentions.