

ABSTRACT

Current fashion trends are changing rapidly, consumers in developing countries like Indonesia to make a purchase based on consideration of the benefits of the product to be used. Then, not everyone in Indonesia have the same financial capacity. Therefore, most of the people in Indonesia prefer to buy products that are replicas of the original product purchase, have branded goods itumenunjukkan someone prestige.

Product counterfeiting easier to do, especially in the field of fashion that piracy and circulation of counterfeit products (false) in the era of globalization and technological advances such as the current era is increasing and becoming a serious problem for the manufacturers. Technological advances, especially in the manufacturing / production are not used to develop ideas and create new products that are innovative, but misused to pursue instant profit by producing counterfeit products.

With the advance of technology supported by the development of internet raised many new things one of which is the purchase or shopping goods online or commonly referred to as an online shop. So many online shop which sells branded sneakers replica of one of them is X.

The purpose of this study was to determine the effect of the Personal Characteristics (fashion consciousness, subjective norm, ethical judgment, value consciousness and self-ambiguity) against Interests Buy Sneakers shoes Branded Products Online Shop Replica on X

This type of research is descriptive and causal, involving 110 followers X by sampling using purposive sampling nonprobability sampling type. The collected data were then processed using descriptive analysis method.

The results showed that personal characteristics are in both categories with the results of 70.5% and 72.1% by buying interest showed in both categories. The results of multiple regression analysis showed variable fashion consciousness, ethical judgment, value consciousness and self ambiguity significant effect on buying interest, and the coefficient of determination shows that personal characteristics variables significantly influence the buying interest of 56.2%.

Keywords: Personal Characteristics, Purchase Intention, Consumer Behaviour.