

The Customer Journey in Purchasing Counterfeit Fashion Among Generation Z

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Customer Journey, Counterfeit Products, Generation Z, Digital Technology,



Abstract

Research aim: The study aims to explore how digital technologies redefine the customer journey of Generation Z, particularly in their experiences purchasing counterfeit fashion products.

Method: This study employs the quantitative descriptive analysis technique. Generation Z, who have prior experience purchasing counterfeit fashion items, was surveyed.

Research Finding: The findings reveal that online marketplaces and social media play an important role in Generation Z's journey to counterfeit fashion. These two platforms not only increase awareness and appeal stages through advertisement and recommendation but also enable direct interaction and digital transactions.

Theoretical contribution: This study contributes to a relatively unexplored topic in developing countries like Indonesia, especially regarding customer journey and counterfeit purchases.

Practitioner implication: This study offers insights to policymakers and fashion industry stakeholders. Understanding the customer journey can help policymakers advocate for policies regarding the ethics of counterfeit purchases. Additionally, the findings can assist fashion industry stakeholders in promoting the value of authentic products.

Research limitation: This study primarily focused on Generation Z, hence limiting its applicability to other demographic groups.

Abstrak

Tujuan Penelitian: Penelitian ini bertujuan untuk mengeksplorasi perubahan peta perjalanan konsumen dalam pembelian produk dengan adanya teknologi digital, terutama dalam pembelian produk fashion tiruan (KW) oleh generasi Z.

Metode: Penelitian ini menggunakan pendekatan kuantitatif deskriptif. Data diperoleh melalui penyebaran survei kepada generasi Z yang memiliki pengalaman membeli produk fashion tiruan (KW).

Temuan Penelitian: Hasil penelitian menunjukkan platform marketplace dan media sosial memiliki peranan yang sangat penting dalam peta perjalanan pembelian produk fashion tiruan (KW) oleh generasi Z. Kedua platform tidak hanya berperan dalam meningkatkan kesadaran dan daya tarik melalui iklan dan rekomendasi, tetapi juga memfasilitasi interaksi penjual dengan pembeli serta transaksi digital.

Kontribusi Teoritis: Penelitian ini berkontribusi terhadap pengembangan keilmuan mengenai peta perjalanan konsumen dan perilaku pembelian produk tiruan (KW). Kedua topik ini merupakan topik yang relatif kurang dieksplorasi, terutama di negara berkembang seperti Indonesia.

Implikasi Praktis: Hasil penelitian memberikan implikasi kepada pembuat kebijakan dan pemangku kepentingan dalam industri fashion. Hasil dapat digunakan oleh para pembuat kebijakan dalam merumuskan kebijakan dan kampanye edukasi mengenai etika pembelian barang tiruan. Bagi pemangku kepentingan dalam industri fashion, temuan dapat membantu dalam pengembangan strategi dalam mempromosikan nilai dari barang asli.

Keterbatasan Penelitian: Penelitian ini terbatas pada perilaku pembelian produk fashion tiruan oleh generasi Z.

Introduction

Customers' ability to explore for information, compare products and services, make purchases, and interact with businesses and other customers has been revolutionized by the phenomenal expansion of revolutionary digital technologies during the past two decades [1]. Customers interact with businesses and other customers via different internet touchpoints, channels, and media. Although the fundamental technology behind digital breakthroughs is the same across global markets, the nature of client interactions with different contact points in a digital environment varies considerably [2]. Understanding the function of multiple information channels throughout the customer journey is gaining importance. A "customer journey" is the set of steps a customer takes before making a purchase, at the time of purchase and even after the purchase, these procedures include a review of numerous information sources and a consideration of alternatives [3]. Online information channels, which give a variety of relevant data in a handy format, considerably influence purchase decisions. To understand how to distribute resources across numerous touchpoints requires a complete picture of how customers interact with and exploit multiple information channels throughout the customer journey, as companies spending on online marketing continues to rise [4].

Forming a superior customer experience is one of the main targets of today's retailer sales environment. The strong upcoming of digital has thus also changed retailing, the online channel has become a main search, purchase, and service channel in many markets. In some markets like traveling or music, it has become the major channel and firms like Booking.Com and Spotify have become the major players in that industry [5]. Strategies dependent on customer experience is important due to superior competition advantage for a firm; however, presenting those kinds of strategies can be expensive especially for small retailers. Numerous touch points define customer experience as the customer's journey with the company during the purchasing cycle. The entire customer experience is a dynamic and recurring process. This begins with the pre-purchase (including research and investigation) phase and continues through the purchasing and post-purchasing phases. First, the pre-purchase stage includes all customer interactions with the brand, category, and surroundings. Second, the purchasing stage encompasses customer interactions with the brand and surroundings during the purchasing process. It includes activities such as choosing, ordering, and payment. Third, post-purchase stage involves all activities after using and consuming the product. The satisfied customers will exhibit commitment towards future purchases or referring to others. Thus, prior experience and external influences play important roles in the post-purchase stage. The interactions between company and customers happen at every stage of consumer journey. These interactions are referred as touchpoint, however, it is important to note that not all touchpoints are within company's control [6]. Especially different channels and contact points are used continuously, reciprocally and simultaneously by both customers and companies in order to ease the retail process of a customer in terms of customer experience, the primary focus of customers is not actually the issue of multichannel, cross-channel or omnichannel. More importantly, customers care more about time usage, value for money paid and meeting the needs of the consumers.

Gen Z, born between the mid-1990s and the early 2010s is recognized as a generation who are extremely good at using technology. Today, the older group of Gen Z reach the end of their education at university level. Studies have emphasized that there are notable differences in consumer purchasing behavior across age groups. Therefore, companies must adapt their strategies to effectively engage with different age cohort consumers. Gen Z enjoys discovering unique and intriguing things, and they are prepared to go "wherever" to do so [7]. Gen Z want

to accelerate everything since they are constantly in motion. They prefer variety and wanted a higher ultimate seamless interactions. Thus, Gen Z takes omnichannel for granted and expects an unrivalled seamlessness in their purchasing journey. This consumer group does not identify any channels, but they demand that everything be integrated for their convenience. The phrase convenience is expanded to include payments for Gen Z, who prefers to pay with mobile devices. In addition, Gen Z value sincerity and transparency more than Millennials. Augmented reality, artificial intelligence, and various other technologies are becoming increasingly important in their purchasing journey. Gen Z is more likely to accept customized offers without concern for the extent of their personal data are retained by company. Moreover, they are indifferent to the impact of their behavior on the industry[7].

Gen Z's lifestyle requires a more convenient shopping experience, including shopping time and location. Mapping of the entire customer journey across all touchpoints can provide marketers with a better understanding of complex customer experiences. Following the 5As framework (Aware, Appeal, Ask, Act, Advocate) introduced by Kotler [8], several digital and physical touchpoints along the customer path can be identified. The constant switching and interplay between on- and off-line channels and touchpoints controlled by the firm and that outside of the firm's influence sphere creates demanding challenges for firms that want to provide a seamless experience across all channels and touchpoints [8]. This research explores the customer journey of generation Z, especially university students, and their purchase of counterfeit fashion products.

Statement of Problem

There already a lot of research regarding customer journey but currently the dominant literature is more focused in developed nations and branded products [9,10]. Research on developing country customers journey mapping especially is still limited, and identified as a research gap. Indonesia as one of the developing nations also swept away with the global technological changes such as the adoption of digital platform, in January 2023, there were already 204.7 million internet users, or 77 percent of the total population, 167 million or 60.4 percent, A total of 353.8 million cellular mobile connections were active in Indonesia in early 2023, with this figure equivalent to 128 percent of the total population [11]. The usage of social media has a significant impact on generation Z customers since, in order to participate in some online social groups, they must utilize branded products, and those who cannot afford them are driven to purchase counterfeit goods this trending fenomena is called social media flexing [12]. Customers of Generation Z generally purchase counterfeit goods due to their appearance/design and quality, but primarily because of the inexpensive price [13].

Research Objectives

The objectives of this research is to describe the customer journey mapping of generation Z customers when they buy counterfeit products. Based on the research objective stated above the research question is How can the customer journey mapping (customer touchpoints) for counterfeit products in Indonesia be described, and which touchpoints is used more by the customers. This research have three benefits. First, it provides retailers with a comprehensive map of their customer journey, allowing them to optimise their engagement with customers at each touchpoint. Second, for the Indonesian government to employ the most effective touchpoint to provide instructional content about counterfeit items, so that consumers will cease using them. Thirdly, this research enriches consumer journey mapping for

academicians, particularly in developing countries such as Indonesia with distinctive products like counterfeit products.

Method

Descriptive research is suited for customer journey mapping because it seeks to examine the customer journey touchpoints choices which can be predicted to happen again under the same circumstances. The population for this research is Generation Z in the 15-25 age group who are currently in University, who purchased counterfeit products from offline or online store within the past 3 months (which is unknown).

Considering the advantages and disadvantages of various sampling techniques, a decision was made to employ non-probability sampling for the research, which is characterized by a descriptive nature and purposive sampling (Judgement) was used for this research with the above mentioned criteria. According to Levy and Lemeshow [14] Where the population is unknown the sample size can be derived by computing the minimum sample size required for accuracy in estimating proportions by considering the standard normal deviation set at 95% confidence level (1.96), percentage picking a choice or response (50% = 0.5) and the confidence interval is 10% (0.1). The formula is:

$$n = \frac{Z^2 * p * (1 - p)}{c^2}$$

Where:

z = standard normal deviation set at 95% confidence level

p = percentage picking a choice or response

c = confidence interval

Based on the formula above, the minimum sample required in this study is 100. The survey was distributed online using Google form and distributed through the University's email system. In order to analyze the data, this study employs the summary table to sort the data. The summary table presents the frequency of occurrences for each touchpoints where customers interact with sellers. The most important touchpoint at every stage of customer journey is determined by the highest frequency values. The most important touchpoint is the most point where customers engage with the product/seller. Then, the results are illustrated in a visual map of customer touchpoints during customer journey of purchasing counterfeit fashion.

Results and Discussion

The findings reveal digital and physical touchpoints based on the 5As framework (Aware, Appeal, Ask, Act, Advocate) coined by Kotler [8]. Table 1 shows this study's counterfeit products demographics, online usage, and purchases. Females make up 70.19% of counterfeit fashion buyers and males 29.81%. The data indicate that women buy more fashion items or that counterfeiters target women more. Over 61.50% of respondents spend six or more hours online daily, making online activity a key component in counterfeit fashion purchases.

Table 1. Customer Characteristics

| Customer Characteristics | Categories | % |
|---|---------------------|-------|
| Gender | Female | 70,19 |
| | Male | 29,81 |
| Time on the internet per day | < 1 hour | 2,90 |
| | 1 - < 4 hours | 12,50 |
| | 4 - < 6 hours | 23,10 |
| | ≥ 6 hours | 61,50 |
| Frequently used device for online shopping | Smartphone | 96,10 |
| | Laptop | 2,90 |
| | PC | 1,00 |
| Do you buy counterfeit fashion in a planned manner? | Yes | 20,20 |
| | No | 79,80 |
| The most often purchased counterfeit fashion product | Clothes | 56,73 |
| | Bag | 6,73 |
| | Shoes | 36,54 |
| Factors to consider while purchasing counterfeit fashion products | Product appearance | 20,20 |
| | Quality | 40,40 |
| | Knock-off brands | 4,80 |
| | Price | 29,80 |
| | Ease of purchase | 2,90 |
| | Seller's reputation | 1,90 |

Source: data processed, 2024

This research find that generation Z are spending more than 6 hour per day using their smartphones to browse for information and eventually purchase products (online shopping) at 96.10%, demonstrating the shift to mobile commerce. Approximately 79.80% of generation Z buy counterfeit apparel without any planning, suggesting that preferable browsing experience may drive these purchases. This implies that online advertising and complete product information accessibility influence decision-making. Clothing accounts for 56.73% of counterfeit fashion purchases, followed by shoes (36.54%). Although customers usually consider to buy counterfeit products because the price factor (29.80%), they prefer counterfeit product with a better quality (40.40%) and still pay attention to the product appearance. In conclusion, the study shows that mostly women spend a lot of time online, utilizing smartphones to buy counterfeit goods. Although counterfeit items are commonly chosen for their lower price, the research suggests that generation Z customers still value product quality and appearance.

Table 2. Customer Journey stages: Awareness

| Consumer Journey Stages | Touchpoints Indicators | Categories | % |
|-------------------------|---|---------------------------------|-------|
| Awareness | Are advertisements influencing your decision to purchase counterfeit fashion products? | Yes | 74,04 |
| | | No | 25,96 |
| | Advertisement platform that most affect interest and purchasing decision for counterfeit fashion products | Social media | 48,68 |
| | | Advertisement in marketplace | 36,84 |
| | | Advertisement in physical store | 9,21 |
| | | Product review (YouTube) | 2,63 |
| | | Banner advertisement | 1,32 |
| | | Advertisement on search engines | 1,32 |

Source: data processed, 2024

Consumer reactions in this awareness phase illustrate the intricate relationship between marketing exposure and consumer influence when consumers become aware of counterfeit fashion possibilities. Initially, 74.04% of customers said advertisements affect their purchase intention of counterfeit fashion goods. This convincing majority shows how advertising shapes customer awareness and choices. Nowadays customer usually using social media to browse, connect and socialize (48,68%) so that product advertisement in these platform are better compared to 36.84% of customers that say online marketplaces are important. These networks connect curiosity to prospective purchase, frequently opening the door to counterfeit items.

In contrast, traditional advertising strategies like store ads only affect 9.21% of customers. This means that counterfeit product awareness is less likely to start in stores, which traditionally promoted real brands. The findings suggest a substantial effect of social media and online marketplaces, which needs a planned response from fashion industry stakeholders and law enforcement. To reduce counterfeit goods circulation in the market both the fashion sector and the government needs to work hand in hand using social media to educate customers how to differentiate genuine products from counterfeit with authenticity certification, law enforcement must also educate customer that counterfeit branded products is againsts the law. Public service advertising should be increased to help customers identify legitimate items and explain the risks of buying counterfeits. The fashion industry and law enforcement can pressure social media platform and marketplaces to limit counterfeit clothes information distribution and sales, encouraging the promotion of legal compliance and local quality products.

Table 3. Customer Journey Stages: Appeal

| Consumer Journey Stages | Touchpoints Indicators | Categories | % |
|-------------------------|---|------------------------|-------|
| Appeal | Do recommendations matter while seeking for counterfeit fashion products? | Yes | 52,90 |
| | | No | 47,10 |
| | Source of recommendation | Offline friends | 41,67 |
| | | Online friends | 25,00 |
| | | Sales person | 18,75 |
| | | Family | 14,58 |
| | Do you read reviews before purchasing counterfeit products? | Yes | 88,46 |
| | | No | 11,54 |
| | The most influential review sources | Review on marketplace | 55,43 |
| | | Review on social media | 38,03 |
| | | Blog | 3,26 |
| | | Review on website | 3,26 |

Source: data processed, 2024

The data from the appeal stage about counterfeit fashion goods demonstrates that suggestions and reviews play a crucial role in influencing customer preferences. There is a strong dependence on social proof through peer influence and internet platforms. Industry stakeholders must urgently develop genuine storylines and promote community involvement on social media to diminish the attractiveness of counterfeit products. Businesses should be using their influencer and customer reviews platforms to promote the ethical and high-quality features of their genuine products. The online space that allows for the proliferation of

counterfeit endorsements necessitates a pressure from law enforcement. The take down of platforms that permit the generation of counterfeit suggestions and reviews need to be the top priority, particularly in online marketplaces and social media. Additionally, it is essential to educate consumers about the repercussions of supporting counterfeit products and to create an environment where genuine products reviews can be easily distinguished and supported.

Table 4. Customer Journey stages: Ask

| Consumer Journey Stages | Touchpoint Indicators | Categories | % |
|-------------------------|---|-------------------------|-------|
| Ask | Most common sources used for information on counterfeit fashion products | Tik Tok | 28,16 |
| | | Instagram | 22,33 |
| | | Website | 21,36 |
| | | Physical store | 18,45 |
| | | WhatsApp | 2,91 |
| | | Search Engine | 2,88 |
| | | Youtube | 1,94 |
| | | Twitter | 0,97 |
| | When you have a product-related inquiry, the media you utilize most frequently are: | Marketplace chat | 52,88 |
| | | Social media comment/DM | 27,88 |
| | | WA chat | 14,42 |
| | | Website-based chat | 3,85 |
| | | Query directly | 0,96 |

Source: data processed, 2024

Table 4 illustrates that social media platforms such as TikTok and Instagram attributed to their visual and user-friendly interfaces, which align with the way consumers like to receive and engage their information (content) still become the primary source of information and engagement for counterfeit fashion products. The heavy reliance on marketplace chats reflects the modern consumer's desire for instantaneous interaction and information directly at the point of sale. This consumer journey mapping is critical for stakeholders in the fashion industry and law enforcement. Understanding the channels through which consumers are asking about and seeking information on counterfeit goods can inform strategies to intercept and educate potential buyers. Companies can use TikTok and Instagram to develop targeted campaigns that discourage the purchase of counterfeit items and marketplace platform to guide consumers towards authentic purchases by giving them more benefits. The findings also call for government law enforcer to do an amplified effort to monitor these digital platforms closely, ensuring that they do not become facilitators for the distribution of counterfeit goods. Consumer education campaigns by the companies and government can utilize these same channels to spread awareness about the negative impacts of counterfeits, including the ethical and legal repercussions of such purchases.

Table 5. Customer Journey Stages: Act

| Consumer Journey Stages | Touchpoint Indicators | Categories | % |
|-------------------------|--|---|-------|
| Act | Counterfeit fashion products are most commonly acquired through | Marketplace | 68,27 |
| | | Physical store | 15,38 |
| | | Seller's website | 11,57 |
| | | Instagram | 2,88 |
| | | WhatsApp | 1,92 |
| | The payment method you use most often | Mobile banking | 37,11 |
| | | COD | 25,77 |
| | | E-wallet | 22,68 |
| | | Cash paymet at the store | 14,43 |
| | The challenges you frequently find when purchasing counterfeit fashion product online are... | Product photos are unclear | 18,63 |
| | | Product specifications are not given in detail | 18,25 |
| | | Sellers are often not online | 12,93 |
| | | There are no reviews or testimonials | 12,17 |
| | | There is no detailed explanations of price bundling alternati | 11,41 |
| | | The seller does not respond to transaction-related question | 9,13 |
| | | Transaction procedure takes too long | 5,32 |
| | | Product alternatives are not fully explained | 4,56 |
| | | The transaction/purchase method is overly cumbersome | 3,80 |
| | | The payment method is overly cumbersome | 3,42 |
| | I'm satisfied with the counterfeit fashion product I purchased online because... | The delivery service options are not described in detail | 0,38 |
| | | The product value (quality vs price) | 49,25 |
| | | The purchased product corresponds exactly to the advertised product image | 25,37 |
| | | The product is comfortable to wear | 22,39 |
| | | Fast delivery | 1,49 |
| | | The product I bought meets my expectations. | 1,49 |

Source: data processed, 2024

Table 5 above provides information on the 'Act' stage of the counterfeit fashion product journey. Respondents often utilize marketplace as their primary touchpoint when purchasing counterfeit fashion. Respondents face several challenges when purchasing on the marketplace such as insufficient product information, sellers who are often unavailable online, and the absence of customer reviews. Digital payment, which includes mobile banking (37,11%) and e-wallet (25,77%), is the predominant payment method used by respondents. Three main factors that determine respondents' satisfaction with the counterfeit fashion they have purchased are product value (49,25%), the correspondence between the product received to the advertised product image (25,37%), and the convenience of product in use (22,39%). Table 5 highlights that while marketplaces provide fertile ground for counterfeit fashion purchases, they also pose significant challenges for consumers. Furthermore, this information provides valuable insights for both the fashion industry and law enforcement.

For fashion businesses, the dominance of marketplaces as fashion purchasing touchpoints necessities transparent product information. In addition, it is imperative for fashion businesses to develop strong product value proposition that prioritize quality and price appropriateness, in order to increase consumer willingnes to buy and consumer trust. Given the popularity of mobile banking and e-wallets for marketplace transactions, it is essential for fashion sellers to incorporate these two channels as secure digital payment options.

For policymakers, the findings informs the need for active monitoring of counterfeit product transactions in marketplaces, strict seller verification processes, and educational

campaign to minimize the purchase of counterfeit goods. In addition, digital payment is also an important issue that needs attention from policymakers given the increasing constraints and frauds on digital payments.

Table 6. Customer Journey Stages: Advocate

| Consumer Journey Stages | Touchpoint Indicators | Categories | % |
|-------------------------|---|------------------|-------|
| Advocate | Do you provide recommendations if you are satisfied with the products you purchase? | Yes | 53,73 |
| | | No | 46,27 |
| | When you are dissatisfied with the product, do you give a negative recommendation? | Yes | 61,16 |
| | | No | 38,83 |
| | I primarily use the following platforms to share product recommendations | Marketplace | 67,61 |
| | | Seller's website | 12,68 |
| | | WhatsApp | 9,86 |
| | | Social Media | 8,45 |
| | | Seller's blog | 1,41 |

Source: data processed, 2024

Table 6 shows that majority of respondents stated that they would give a favorable recommendation if they were satisfied (53,73%). They would also leave a negative review if they were dissatisfied with the counterfeit fashion product. In line with the finding that that respondents most often buy counterfeit fashion on marketplaces, thus, marketplaces are the main channel through which respondents give recommendations about products or sellers. These findings underline the importance of satisfaction for consumer in providing favorable recommendations in marketplace to potential buyers.

For stakeholders in the fashion industry, the findings highlight the necessity of managing and monitoring customer feedback. Strategies are needed to encourage to share positive experiences to raise potential consumers' interest in buying authentic product and reduce counterfeit purchases. Furthermore, fashion businesses should address negative feedbacks properly in order to maintain brand reputation and customer loyalty. Given the insights from Table 6, policymakers can minimize the circulation of counterfeit products in the marketplace by implementing legal incentives for compliance and penalties for non-compliance.

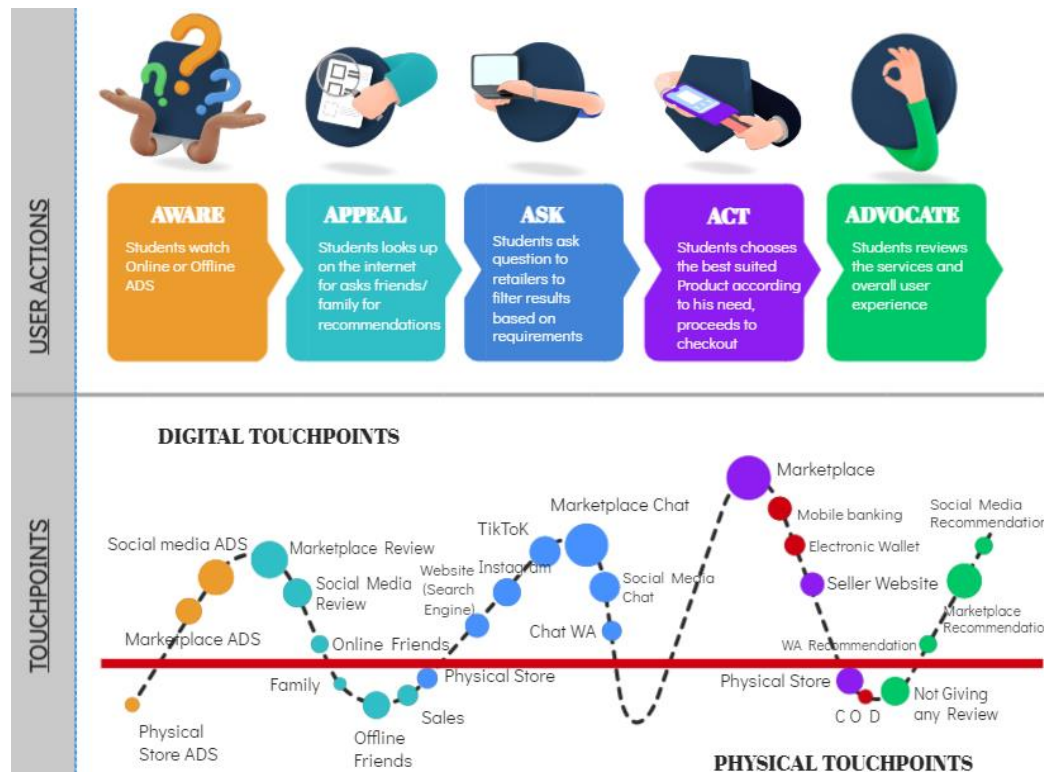


Figure 1. Customer Journey Mapping for Counterfeit Products
Source: data processed, 2024

Based on findings that are presented in Tables 1 to 6, the visualization of customer journey map is presented in Figure 1. This map shows the touchpoints of each stage based on their level of importance, ranging from highly important to less important. The size of each circle corresponds to its significance to customers, with larger circles indicating higher importance. Figure 1 demonstrates the significance of various digital touchpoints in fashion purchases. During the Awareness stage, it is advisable to concentrate on social media advertisements. To increase customer engagement, companies should consider to use marketplace reviews, social media reviews, and word-of-mouth recommendations from close friends. During the Ask stage, customer mostly using marketplace chat as their preferred method of inquiry, followed by social media. This study found that generation Z prefers TikTok as their major channel for engaging with the brand. At the Act stage, consumers have the option to purchase from online or offline stores with the payment methods that they feel more comfortable so at this stage is always better to give the customer more option regarding the payment methods. At the Advocate stage, consumers are more likely to provide reviews on marketplace platform. However, the findings suggest that Indonesian generation Z consumers are less likely to provide recommendation voluntarily unless somekind of benefit are offered.

It is recommended that businesses in fashion industry incorporate these touchpoints as a means of promoting products, sales channels, and building their brand reputation. Furthermore, government can assess the possibility of formulating regulations for overseeing the advertising and distribution of counterfeit products on these touchpoints. The policymakers

also can educate consumers about the value of authentic products through various touchpoints, primarily social media.

Conclusion

According to the customer journey map, there is an increase in digital touchpoints and a reduction in physical touchpoints, indicating the importance of digital presence for retailers and the government's campaign to reduce counterfeit products. The map facilitates strategy development by prioritizing key touchpoints. This suggests that during the Awareness stage, it is advisable to concentrate on social media advertisements. To reduce counterfeit goods circulation in the market both the fashion sector and the government needs to work hand in hand using social media to educate customers how to differentiate genuine products from counterfeit with authenticity certification, law enforcement must also educate customer that counterfeit branded products is against the law. Public service advertising should be increased to help customers identify legitimate items and explain the risks of buying counterfeits.

The Appeal stage about counterfeit fashion goods demonstrates that suggestions and reviews play a crucial role in influencing customer preferences. There is a strong dependence on social proof through peer influence and internet platforms. Industry stakeholders must urgently develop genuine storylines and promote community involvement on social media to diminish the attractiveness of counterfeit products. To further engage customers, one should then consider marketplace reviews, social media reviews, and word-of-mouth recommendations from close friends.

The Ask stage show that most generation Z customers heavily relied on social media platforms such as TikTok and Instagram attributed to their visual and user-friendly interfaces, which align with the way consumers like to receive and engage their information (content) for counterfeit fashion products. The choice on using marketplace chats to dig out more information about the product reflects the modern consumer's desire for instantaneous interaction and information directly at the point of sale. This consumer journey mapping is critical for stakeholders in the fashion industry and law enforcement. Understanding the channels through which consumers are asking about and seeking information on counterfeit goods can inform strategies to intercept and educate potential buyers. Companies can use TikTok and Instagram to develop targeted campaigns that discourage the purchase of counterfeit items and marketplace platform to guide consumers towards authentic purchases by giving them more benefits. The findings also call for government law enforcer to do an amplified effort to monitor these digital platforms closely, ensuring that they do not become facilitators for the distribution of counterfeit goods.

During the Act stage, the dominance of marketplaces as fashion purchasing touchpoints necessitates transparent product information. In addition, it is imperative for fashion businesses to develop strong product value proposition that prioritize quality and price appropriateness, in order to increase consumer willingness to buy and consumer trust. Given the popularity of mobile banking and e-wallets for marketplace transactions, it is essential for fashion sellers to incorporate these two channels as secure digital payment options. For policymakers in this stage, the findings informs the need for active monitoring of counterfeit product transactions in marketplaces, strict seller verification processes, and educational campaign to minimize the purchase of counterfeit goods. In addition, digital payment is also an important issue that needs attention from policymakers given the increasing constraints and frauds on digital payments.

The Advocacy stage highlight the necessity of managing and monitoring customer feedback. Strategies are needed to encourage to share positive experiences to raise potential consumers' interest in buying authentic product and reduce counterfeit purchases due to the lack of interest for Indonesian generation Z customers to share their experience without anykind of benefit attached. Furthermore, fashion businesses should address negative feedbacks properly in order to maintain brand reputation and customer loyalty. Policymakers can minimize the circulation of counterfeit products in the marketplace by implementing legal incentives for compliance and penalties for non-compliance.

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