

Product authenticity and product attachment in tourism shopping context: Exploring the antecedents of intention to choose silver craft products

by Anas Hidayat

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Ratna, Roostika ✉

Universitas Islam Indonesia, Indonesia (ratna.roostika@uii.ac.id)

Hidayat, Anas

Universitas Islam Indonesia, Indonesia (hidayatanas@gmail.com)

Muhajir, Muhammad

Universitas Islam Indonesia, Indonesia (mmuhajir@uii.ac.id)



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Abstract

Shopping is one of important activities in tourism industry. The purpose of this research is to analyze the importance of product authenticity and product attachment on non-branded local iconic product. The influence of product authenticity and attachment were further examined on their impact to intention to choose silver crafts product. Quantitative approach and survey method were chosen to achieve the research objective. The proposed conceptual framework was tested on 225 adult respondents who have purchased silver crafts from Kotagede Yogyakarta. Empirical data were tested using PLS-SEM technique. By focusing on consumers' intention to choose iconic local product (silver crafts), this study demonstrates that product authenticity and product attachment have positive impacts on intention to choose. Product attachment also mediates the product authenticity and intention to choose. The contribution of this study is the research on product authenticity and attachment is tested on non-branded products particularly iconic product of a region. Product authenticity and attachment are commonly measured in branded products. Iconic local product is commonly associated with territory image thus alternative strategies for local products could be considered by combining product authenticity and product attachment.

Keywords: product authenticity; product attachment; intention to choose; silver crafts

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1. Introduction

Tourism is now becoming a big business. People visit place to place for works as well as for leisure. Different places offer different attractions and experiences. For a country to be successful in its tourism industry, it must understand and be specific on what to sell and whom to target. The trend in tourism market is changing from time to time. Tourism market demands uniqueness. If previously leisure and culture are dominating tourism industry, now MICE (meetings, incentives, conferencing and exhibitions) and slow tourism (tourism where tourists stay longer to engage more with local people and local life) are in favor (Dickinson & Lumsdon, 2010; Meng & Choi, 2016). Tourists with different backgrounds have different needs and wants and they want to experience new things in the new places. They can be segmented according to the activities/reasons to travel (enjoying natural beauty, doing adventure, joining events/sports, and involving in culture/history or shopping). Tourists can also be segmented according to places, seasons, customers' characteristics and benefits they seek (Morgan, Pritchard, & Pride, 2007). Despite many reasons why people travel, shopping is always one of important activities in tourism (Mocanu, 2014; Roostika, Wahyuningsih, & Haryono, 2015).

Shopping can be one of the main reasons to travel even though shopping commonly not the main purpose for people to travel. Many countries or destinations offer their iconic products. These iconic products are often difficult to find globally or if so, they are very expensive to buy in tourists' home country. The varieties of local products can be found more easily in the place where the products were made. The concept of country-of-origin (COO) has well been documented in the marketing area where the influence of place of origin may affects consumers to choose the products (Basfirinci, 2013; Roth & Diamantopoulos, 2009). For example, people go to South Korea for buying local brand cosmetics. People go to Paris for fashion brand and to Milan for leather shoes and bag. In a more micro context, the term territory-of-origin (TOO) is also increasingly of interest where a territory may gain reputation because of iconic product or vice versa. These products can be agricultural products, culinary or local crafts (Zhang & Merunka, 2015). Compared to countries, territories seem to representing the local community and local non-branded products with unique features (Iversen & Hem, 2008). TOO can create differentiation to the local markets. So far, only few studies have observed the local products which employ its territory image to justify the quality and authenticity of the product (Zhang & Merunka, 2015).

Tourism is regarded as tertiary need where authenticity of the offerings is important. Tourism industry provides a lot of emotional experiences. Tourists would love to pay premium to get the authenticity of the products. Authenticity is often associated with meanings generated by the place of origin. These association covers history, tradition and culture, originality, sincerity, honesty, and uniqueness (Grayson & Martinec, 2004; Beverland, 2006; Napoli, Dickinson, Beverland, & Farrelly, 2014; Iversen & Hem, 2008). Creating emotional bonds between tourists and the destinations is important in order to maintain long-term relationships. Maintaining the long-term relationships is a marketing challenge for tourism agencies, however if well organized, strong bond will lead to customer positive behaviors (Park, MacInnis, Priester, Eisingerich, & Iacobucci, 2010; Thomson, MacInnis, & Park, 2008). Marketers have acknowledged that the ability to build emotional bonds between a person to a product can be a key challenge for success in long-term relationships with customers (Han & Sung, 2008). Attachment is a construct in marketing which is originally developed to understand the emotional bond between person to person or person to product (Ainsworth, 1973). A strong product-customer bond (product attachment) is argued to increase customers' willingness to repurchase (Matzler, Pichler, Fuller, & Mooradian, 2011).

In creating and maintaining the strong emotional attachment between tourists and local products, differentiation through authenticity could be an alternative. This study investigates the perceptions of product

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authenticity and its influence on product attachment and intention to choose. More specifically, non-branded silver crafts industry from Kotagede Yogyakarta is chosen as the study object since authenticity in silver products is of outmost importance in creating differentiation. Other important aspects are the reputation of Kotagede as a center of silver craftsmen and Yogyakarta as culture city may strengthen the attachment between visitors/buyers and Kotagede Silver crafts.

Prior research works are limited in providing analysis in product authenticity and product attachment where the product is the local iconic product. This study contributes to understanding how authenticity and attachment may lead to intention to choose local product. Authenticity and attachment are commonly discussed in terms of brand, not a product. They are also commonly discussed for a well-known branded product. By focusing on local non-brand iconic product instead of branded product, this research analyzes product authenticity and attachment's impact on intention to choose. This study will be useful for alternative strategy development in marketing local products.

Table 1

Silver Centers in Indonesia

Silver Center	Regency	Province	SMEs
Silver Craft Center	Gianyar	Bali	20
Silver & Brass Craft Center	Klungkung	Bali	31
Silver & Brass Craft Center	Karangasem	Bali	45
Silver Craft Center	Yogyakarta	Yogyakarta	30
Silver Craftsmen Center	Yogyakarta	Yogyakarta	253
Gold & Silver Craft Center	Ponorogo	East Java	26
Silver Craft Center	Lumajang	East Java	30
Gold & Silver Craft Center	Hulu Sungai Selatan	South Kalimantan	49
Gold & Silver Craft Center	Mataram	Western Nusa Tenggara	115
Metal/Silver Craftsmen Center	Pangkajene	South Sulawesi	24
Gold & Silver Craft Center	Manado	North Sulawesi	31

Source. Treda, 2008.

1.1 Kotagede

Kotagede is a regency located 5 km southeast of Yogyakarta city. Kotagede was the center of Islamic Mataram Kingdom. Despite many silver centers (Table 1), Kotagede is one of Indonesia's reputable silver craft center. It has become one of important tourists destination when travelling to Yogyakarta. The making process of silver jewelry in Kotagede remains traditional with typical Mataram Kingdom design. In the past, silver craft was developed to fulfill the needs of jewelry and other accessories to the King. In the 16th century, with the increase in silver crafts demand, the Dutch Government built a special institution to maintain the quality of silver craft. The silversmith can be found everywhere in Kotagede. Most Kotagede's silver craft ornaments are influenced by batik cloth motives. Silver crafts prices vary depending not only on size and weight, but also the artistic carving, complexities and difficulties. This industry is up and down since the demand is changeable. Currently, the industry is not as profitable as in 1970-1990 where silver craft market was at peak. The silver industry in Kotagede Yogyakarta is still surviving even though the number of craftsmen is decreasing. Alternative strategies should be taken to increase market attractiveness in silver crafts from Kotagede.

2. Literature review and hypotheses development

2.1 Intentions to choose

According to intention-behavior theories, individual's behaviours are determined by their intentions. Theory of reasoned action (TRA) and theory of planned behaviour (TPB) are among the most famous intention-behavior theories. These theories argue that intention is an individual's readiness to purchase a certain product. It can be a

situation where people perform certain behaviors. According to Fishbein and Ajzen (1975), intention is said to be the most effective way to perform actual behaviour (Fishbein & Ajzen, 1975). When intention is getting stronger, the more actual behaviour will be performed. Purchase intentions is interpreted as consumer's willingness to purchase a certain product or services (Shao, Baker, & Wagner, 2004). Past studies have identified that purchase intentions determine the actual purchase behaviour (Van der Heijden, Verhagen, & Creemers, 2003). In the mobile phone industry, Madan and Yadav (2018) research found that positive behavioural intentions lead to actual product purchase. In the tourism and hospitality context, intention-behaviour theories has been validated across different empirical researches such as intentions to visit world cultural heritage sites (Shen, Schüttemeyer, & Braun 2009), intentions to visit museums (Yamada & Fu, 2012), behavioral intentions in medical tourism (Lee, Han, & Lockyer 2012), and intentions to chose for destination (Lam & Hsu, 2006). Behavioral intentions in tourism study include intention to recommend, intention to visit /revisit, intention to support, and many others (Aziz, Husin, Hussin, & Afaq, 2019).

2.2 Authenticity and intentions to choose

The word authenticity came from the Greek word *authentikos* (Assiouras, Liapati, Kouletsis, & Koniordos, 2015). In Latin word, *authenticus* is described as trustworthy (Cappannelli & Cappannelli, 2004). Authenticity is also translated as honesty and simplicity (Boyle, 2003). Some authors also refer to genuineness, tradition, originality and cultural (Ballantyne, Warren, & Nobbs, 2006). Different authors have differently conceptualize authenticity (Lu, Gursoy, & Lu, 2015). Authenticity is considered as an antecedent and consequence in tourism studies. Authenticity is an antecedent since it is able to motivate, create interest and to drive tourist activities (Grayson & Martinec, 2004; Kolar & Zabkar, 2010). Consumers tend to develop their own interpretations of product or service authenticity even though they are not familiar with the product/service. For example, different customer background may develop different authenticity perception on particular traditional food. If the customer knows well and familiar with the food, he or she might develop higher criteria for authenticity. Perception about food authenticity also closely related to cultural background. Authenticity is a critical marketing tool to achieve competitive advantage by designing effective promotion strategies (Lu et al., 2015).

The relationship between the concept of authenticity and behavioral intentions in tourism sector was initially proposed by MacCannell (1973) in explaining tourists' motivation. He argues that tourists are searching for authentic experiences that they cannot find in modern life or in their daily life. The marketing literature links the value of authenticity with the strength of the brand. The richer the product authenticity is perceived by the customer the stronger the emotion are build by the individual to the product (Assiouras et al. 2015). In the branding study, customer search for authenticity of the brand to determine relevancy and value from the brand (Beverland, 2006). Gilmore and Pine (2007) acknowledged that authenticity has currently overtaken quality when customer makes purchasing criterion. The importance of authenticity in consumer behavior study has been acknowledged by both academics and practitioners (Gilmore & Pine, 2007; Newman & Dhar, 2014). In a wide range of consumption activities such as in the luxury wines industry (Beverland, 2006) and tourist attractions industry (Grayson & Martinec, 2004), authenticity takes important role. The antecedents and consequence of authenticity can be assigned from TPB behaviors-intentions theories. Customer would give a positive respond to a brand when he or she perceives the brand as having authentic content (Rose & Wood, 2005). When consumers have committed to a particular authentic brand, they will voluntarily convey positive word-of-mouth to others/public. By using brand authenticity as a proxy, we hypothesize that:

H1: Product authenticity has impact on intention to choose

2.3 Product attachments and intention to choose

The construct of attachment was originally developed to understand a deep emotional bonds that occur between a person to other person or a person to an object across time (Bowlby, 1980; Roostika, Thamrin, Retnaningdiah, & Pratomo 2018). Theoretically, attachment is assigned as "a psychological connectedness

between human beings” (Bowlby, 1979: 194) and is studied to explain its effect on individuals’ behaviors. In psychology, the degree of emotional attachment can predict whether one’s emotional bond to one object can further explain future interaction with that object (Bowlby, 1979). A highly attached persons would be willing to stay and to sacrifices higher to their chosen person (Bowlby, 1980). Similarly, in themarketing context, attachment can explain the logic when consumers are strongly attached to a product/figure/brand, he or she would be willing to make an investment by building higher commitment and stronger relationship with the product/figure/brand (Thomson et al., 2008). This psychological condition can explain how attached customers can be committed and loyal to certain products or services. Attachment to a product or brand is often occurring simultaneously. Attachment to a brand is often emotionally or affection (Thomson et al., 2008). Emotional attachments may predict individual character to interact with certain product or service (Assiouras et al, 2015). Customer who experiences a strong emotional bond with a product/brand will have higher possibilities to tolerate the brand (Pimentel & Reynolds, 2004). When feeling attached, customer builds stronger willingness to promote the product/brand such as contributing on positive word-of-mouth (Pimentel & Reynolds, 2004). Therefore we hypothesize:

H2: Product attachment has impact on intention to choose

2.4 Product authenticity and product attachment

Product attachments can be predicted by some antecedents (Assiouras et al., 2015). For someone, a product or a company might relate to one’s past experiences (such as childhood. For example, place where someone was born or was coming from (one’s city, state or country or culture) or products that were used since little or used by family may cause attachment (Oswald, 1999). Product authenticity provides the necessary connection to someone with their tradition, history of the country and place, which potentially lead to product and consumers’ bond/attachment to the product. Another factor that may cause strong emotional product attachment is the trust that a consumer develops from experiencing a product. Trust in a marketing context can be defined as the fulfillment of expectation perceived by customer from the firm/producers. Expectations are believed to offer a sense of confidence where consumer believes that the product will consistently act as consumer’s best interests (Rempel et al., 2001). Trust is a variable that evolves over time. Product authenticity may increase consumer’s trust as well as strengthen emotional attachment. Therefore, the following hypothesis is proposed:

H3: Product authenticity has impact on product attachment

Based on the theories and hypotheses proposed, the research model is as shown in Figure 1.

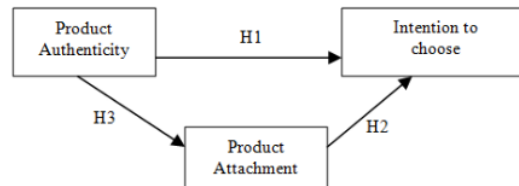


Figure 1. Proposed Research Model

3. Research Methods

3.1 Research instrument

To obtain the objective of the study, a quantitative research method was taken. Survey method was chosen through distribution of questionnaires. The questionnaires were developed from previous studies, mainly from Assiouras et al., (2015); Napoli et al., (2014); Park et al., (2010). Likert scale was adopted ranging from 1 very disagree to 5 very agree. Purposive sampling method was applied and survey distribution was carried out using

mix of paper based and google form questionnaire. Respondents must be those who understand about the silver crafts from Kotagede Yogyakarta and have been at least purchasing a silver product (jewelry or non-jewelry).

3.2 Respondents' profile

The data was successfully collected from 225 respondents with the following profile as listed in Table 2. A total of 122 male and 103 female respondents submitted the questionnaires. The analysis showed that majority of silver owner are those whose aged between 26–35 years old. Silver as jewelry are not a favorite choice for young generations. However, silver does is more acknowledged and sought by older generations such as those whose age are over 35 years old. Silver products either as jewelry or non-jewelry are commonly non-manufacture products, so they are relatively expensive. From the demographic data, it can be said that silver is sought by middle age person and those who have earned their own income.

Table 2

Demographic profile of the respondents

Demographic	Number of respondents	%	Cumulative %
Gender			
Male	122	54.2%	54.2%
Female	103	45.8%	100%
Age (Years)			
18 – 25	56	24.9	24.9%
26 – 35	111	49.3	74.2%
Older than 35	58	25.8	100%
Occupational Status			
Students	70	31.1	31.1%
Public Sector	34	15.1	46.2%
Private Sector	59	26.2	72.4%
Self Employed	62	27.6	100%
Others			
Monthly Expenditure			
Less than Rp. 2.000.000	17	7.6	7.6%
Rp. 2.000.000 – 4.999.999	53	23.6	31.1%
More than Rp. 5.000.000	155	68.9	100%
Silver Type			
Jewelry	158	70.2	70.2%
Non-jewelry	66	29.8	100%

3.3 Structural equation modelling

This research applies partial least squares structural equation modelling (PLS-SEM). PLS by far is considered as one of the most prominent SEM techniques (Ali, Rasoolimanesh, Sarstedt, Ringle, & Ryu, 2018), and already used in a variety of fields, including tourism, marketing, strategic management and consumer behaviour research (Hair, Sarstedt, Ringle, & Mena, 2012). PLS-SEM is widely used as it considered effective in explaining complicated relationships (Ali et al., 2018), enable research with non-normal data distributions and analyzing complex models with many formative or reflective measure (Hair et al., 2012). Due to the mediation model and non-normally data distribution, PLS-SEM was operated by using the Smart PLS software. Two steps approach were taken, firstly measurement model and secondly the structural model

Measurement model - The assessment of measurement model is conducted for reliability and validity analyses. To measure construct's reliability, the results of composite reliability were identified. The results should be higher than .7 (Chin, 2010). The item's reliability is shown from the outer loadings where the tress hold should be higher than .50 (Hair et al., 2012). Convergent validity is shown from AVE values where the minimum value is .5. As seen in Table 3, all the item loadings were above .5 except OP9. Item OP9 is deleted

Product authenticity and product attachment in tourism shopping context: Exploring the antecedents of intention and is not used for further analysis. The AVE values were all above .5 as seen in Table 3 (product authenticity is lowest with value of .509, intention to choose was .819 and product attachment was .743). The composite reliability (CR) is achieved when each construct satisfied the minimum threshold of .7. Table 3 described the composite reliability of all constructs. The result from the composite reliability demonstrates convergent validity for all constructs in the study.

Table 3

Descriptive statistic of constructs

Demographic	Items	Loading	Mean
Product Authenticity CR = .9023 Cronbach Alpha = .87 AVE = .509	OP1	.720	0.72
	OP2	.794	0.79
	OP3	.718	0.72
	OP4	.702	0.69
	OP5	.598	0.59
	OP6	.750	0.74
	OP7	.757	0.76
	OP8	.720	0.72
	OP10	.647	0.65
	Product Attachment CR = .959 Cronbach Alpha = .950 AVE = .743	RK1	.820
RK2		.850	0.85
RK3		.904	0.91
RK4		.874	0.87
RK5		.837	0.84
RK6		.879	0.88
RK7		.857	0.86
RK8		.868	0.87
Intention to choose CR = .948 Cronbach Alpha = .93 AVE = .819	PK1	.876	0.87
	PK2	.908	0.91
	PK3	.913	0.91
	PK4	.921	0.92

Table 4

Cross loadings

Items	Attachment	Authenticity	Intention Choose
Product Authenticity			
OP1	.326	.720	.276
OP10	.283	.647	.221
OP2	.334	.794	.365
OP3	.317	.718	.333
OP4	.189	.702	.303
OP5	.207	.598	.210
OP6	.326	.750	.324
OP7	.314	.757	.317
OP8	.336	.720	.333
Intention to Choose			
PK1	.524	.358	.876
PK2	.486	.370	.908
PK3	.516	.399	.913
PK4	.519	.408	.921
Product Attachment			
RK1	.824	.413	.441
RK2	.850	.423	.393
RK3	.903	.382	.549
RK4	.874	.321	.528
RK5	.837	.273	.458
RK6	.879	.329	.494
RK7	.857	.332	.498
RK8	.868	.389	.521

Table 5

AVE square root

	Attachment	Authenticity	Intention to Choose
Attachment	.862	0	0
Authenticity	.416	.714	0
Intention to Choose	.566	.424	.905

Discriminant validity was assessed using AVE square root and cross loadings. Fornell and Larcker (1981) provides criterion as guidance for threshold value. Discriminant validity is shown when the square root of AVE of each construct higher than the correlation with other construct. Table 5 shows that the square root of AVE of all construct has value higher than its correlations with other constructs. Similarly, discriminant validity can be tested from the Cross loadings as shown in Table 4. Discriminant validity is achieved when each item load to its assigned construct higher than to other constructs. Since the reliability and validity show satisfactory results in the measurement model, thus all items are analysis in the structural model to perform the proposed hypotheses.

Structural model - After the measurement model was assessed, the structural model assessment was conducted. The structural model in this research explains the relationships among the reflective constructs. As shown in Figure 2, R² for intention to choose was 36.3 per cent and product attachments were 17.3 per cent. This suggests that the explanatory power of the model is sufficient.

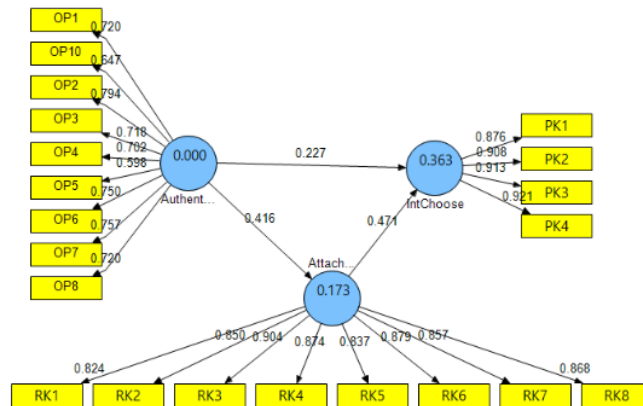


Table 6

Path Coefficients

Independent Variable	Dependent Variable	Standardized estimate	T Statistics (IO/STERR)
Product Attachment	Intention to Choose	.471	4.245
Product Authenticity	Product Attachment	.416	5.581
Product Authenticity	Intention to Choose	.228	2.519

The results from PLS-SEM method to explain the relationship among the constructs as proposed in the hypothesis are summarized in Figure 2 and Table 6. Using PLS-SEM algorithm, the significant values of the relationships among the constructs was performed by bootstrapping with 2.000 samples. H1 shows the relationship between product authenticity and intention to choose which is supported by having the value of $\beta=.228, p<.01$ and t statistics at 2.519. H2 proposes the relationship between product attachment and intention to choose. H2 is also supported with moderate $\beta=.471, p<.01$ and t statistics at 4.245. H3 proposes the relationship between product authenticity and product attachment. The relationship was supported with $\beta=.416, p<.01$ and t statistics at 5.581. Hence, all the hypotheses for this current research are supported. The results of this study have important implications for silver producers, government and tourism managers, which are prepared in the

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following contribution section.

4. Discussions

This study investigated consumer behaviors in the silver craft industry in Kotagede Yogyakarta. Shopping is an important part of tourism industry. With the ease in having access to many worldwide destinations, tourism industry is developing fast. The growth of tourism sector causes many other sectors to grow such as local craft sector, culinary, travel and hotels, and many others. As previously explained, country reputation may have impact on related country's product in the global market. Similarly, with the same logic, territory reputation may have impact on the local products. Every region must understand their uniqueness for differentiation strategy. Yogyakarta as one of major destination in Indonesia has many uniqueness in terms of crafts, culture, food, way of life, as well as geographical conditions. This study focuses on silver industry as one of the iconic products from Yogyakarta. Silver from Kotagede has experienced in ups and down. During 1970 to 2000, this sector had its market boom providing significant wealth to silver craftsmen and sellers. Silver from Kotagede Yogyakarta is very famous across the country. Silver Kotagede has unique design and mostly are still manually made. The processes of making silver products are very difficult. It needs skills and perseverance in the making. Silver design from Kotagede is different from silver products made from other regions. Due to the dynamic market change in tourism industry; factors that may explain how silver market would positively response is important.

This research tries to analyze product authenticity and attachment in silver industry. As a handmade craft product, consumers appreciate the authenticity. Product authenticity in this study covers some perceptions such as the origin, the handmade aspect, the craftsmen skills, the ingredients, the design and moral value of the silver products from Kotagede Yogyakarta. This research found that product authenticity has significant positive impact on intentions to choose. This can be interpreted that the higher the silver products from Kotagede Yogyakarta is authentically perceived, the more as it has higher potential to be chosen. Previous studies have identified product authenticity and behavioral intentions relationships e.g MacCannell (1973) in tourism sector. Additionally, Newman and Dhar (2014) also have acknowledged the importance of product authenticity for explaining consumer behavior. This study identified that silver is bought by those who commonly have earned their own income. In the condition where majority of the Kotagede silver designs are very classic, old style and rather expensive, this explains why few-younger generation chooses silver crafts. Emphasizing the value of authenticity makes market for older generation consumers respond and appreciate better to silver products. For younger market, silver producers and craftsmen should introduce the new and modern design to suit with the young generations fashion trend and preferences.

The relationship between the concept of attachment and intention to choose in silver industry is supported. H2 in this research is supported. Attachment in this study covers questionnaires such as giving self-identity, helping to communicate, and many others. Attachment theorists principally concerned with the psychological connectedness between human beings and to other products/services. In psychology, it is understood that the emotional attachment to one object can predict the character with that object (Bowlby, 1979). A highly attached persons would be willing to sacrifices for their chosen person/products. In the marketing context, consumers who are strongly attached to a product would be willing to make an investment by building relationship with the product, including willingness to pay premium (Thomson et al., 2008). This psychological condition is similar to how attached customers can be committed and loyal to certain products or services. When feeling attached, customer would love to promote the produc/brand with positive word-of-mouth (Pimentel & Reynolds, 2004). In the silver industry, attachment is positioned as mediating variable. It is believed that people need to experience with products/services first before further giving their attachments to particular products/services. By owning or wearing silver crafts, people may start valuing authenticity to the products than if fitted, they would be willing to stay attached with the products. Here, hypothesis two is supported. This means that after someone attached, it is expected that they will consider choosing silver products. The higher the attachment the more possibility to choose silver crafts. Finding from this study is supported by previous research such as Assiouras et al., (2015) and Pimentel dan Reynolds (2004).

Finding from SEM-PLS analysis shows that product authenticity positively influences product attachment. This finding supports H3 for product authenticity and product attachment relationship. Assiouras et al., (2015) argue that some antecedents variables may predict emotional attachment. Product attachment can be caused by sense of product originality, place originality and family influence. Finding from this study is in align with previous research findings (Morhart, Malar, Guevremont, Girardin, & Grohmann, 2015; Assiouras et al., 2015). As previously explained, product authenticity may create individual's connection with the tradition, history, place, talent, uniqueness, ingredients and honesty. Silver center Kotagede has long been very reputable on their unique design where can be found nowhere else. The unique design may explain the perception of emotional attachment to silver crafts from Kotagede. Similarly, the reputation of the territory (Kotagede) as place with skillful silver craftsmen can also be the reason for attachment on local silver crafts product. Not all silver crafts center in Indonesia is as famous as Kotagede. Where the place/territory is not strong in reputation, product attachment is not always easy to build.

Currently silver crafts sales in Kotagede are not as high as in the era of 1970-2000. For this situation, stakeholders in silver industry, particularly producers and governments should be aware of the change in fashion trend and market preferences. The young generation is less interested in wearing and purchasing silver products. According to demographic finding, it can be viewed that majority of respondents who purchase silver are those around 35 years old and older. Despite maintaining the classical design which still explains the majority market share, producers need to innovate in either product design, product use, product benefits and different promotion approaches particularly to the young market. In general, the results of the study suggest that both product authenticity and product attachments positively affect intention to choose. This finding should be taken into considerations for designing product strategy, promotion strategy, price strategy as well as distribution strategy (offline and online).

5. Conclusion and contribution

With respect to consumers' intention to choose silver crafts in Kotagede Yogyakarta, this study conclude that product authenticity and product attachments are antecedents of intention to choose. Both variables are positively influence intention to choose silver crafts. **Theoretical contributions** from this study is in providing the evidence on the importance of product authenticity and product attachment variables to decision to choose local iconic product/non-branded product (Kotagede silver). There are still limited researches on product authenticity and product attachment instead of brand authenticity and brand attachments. Local craft products are commonly non-brand or local brand. Research on product authenticity and product attachments are expected to enrich its capacity to explain intentions-behaviors theories in different product characteristics. Similarly, the use of TOO approach is still limited and it can be alternative marketing strategy for local products. **For practitioners** in local industry, despite owing local brand, managers, producers and government should consider what makes silver crafts is authentically perceived. Building elements that increase the perception of authenticity would increase possibility to be chosen. Similarly, product authenticity influences customer attachments. Where finding new customers is expensive, maintaining current customers is important by building emotional attachments. The reputation of the territory or place (TOO) can be used to build attachment in local iconic crafts industry such as Kotagede and its silver crafts.

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