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FINAL THESIS REPORT:
“FACTORS AFFECTING CONSUMER DEMAND TO BUY NON-DECEPTIVE COUNTERFEIT PRODUCTS-
AN EXPLORATORY STUDY”

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ABSTRACT

Counterfeit products have become worldwide phenomena in this time and age. Even with increasing incomes, such products are witnessing steady growth. With such a booming industry, it is important to know the thinking behind the purchase and production of such products. Different sorts of people are the end users of these products. This paper aims to find out who the buyers of counterfeit products are in Asia and why do they buy them. It also focuses on determining whether the imitated products have any effect on the genuine brand or product's image. This paper also gives some measures that can be taken so as to prevent the spread of such products.

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CHAPTER #1:

INTRODUCTION

Counterfeit products saw their high times when there were periods of recession. With the decrease in income, producers who are always willing to find a gap in need and available resources took this opportunity and came up with counterfeits goods. Such products were present in large numbers even before this but during the recession times, they witnessed a boom. People started favoring these in order to maintain their social standing. Since then, this industry has been on a steady rise. Especially in Asia, there are certain countries like China and Pakistan that are known to produce imitable products with a little difference in quality and a huge difference in price. This industry is posing to be a great threat to the global economy. This phenomena gave rise to the significance of this research as to who the actual buyers of such products are and why do they end up buying counterfeits knowing very well that they are imitable goods and not genuine. It is also important to know whether these products end up hurting the image of genuine brands that spend time and effort to make.

The aim of this paper is to distinguish the factors that are playing their part in the ever increasing demand of counterfeit products by the consumers. This demand is following an increasing trend. It has grave effects on the genuine luxury brands and the global economy as a whole.

Counterfeiting has become an economic problem of international importance and has led to a variety of Countermeasures based on lawful, political, administrative, or business techniques. The significance of this research is that it can help develop appropriate countermeasures. It can help form an understanding of the general phenomenon of counterfeiting as well as the specific reasons why people purchase counterfeit products.

CHAPTER #2:

LITERATURE REVIEW

Counterfeiting has become a huge industry and due to the rise of this phenomenon in all production sectors, the number of consumers has also increased significantly. There are many aspects of this rise which can suggest the possible reasons behind this change in market. Over time, it has become a big economic problem which is faced by all the international brands in the market. It has been estimated that almost seven percent of the world's trade is composed of counterfeited goods. It has been found that the insufficiency of a product affects the value of the product as well as its fake counterpart, which becomes higher in demand (Eisend, 2006).

Talking about the counterfeiting industry, research explores that this specific industry has become very important for the stakeholders due to the sudden change in consumer behavior, which is favorable for the counterfeit goods. The author concludes that due to the lack of research and academic attention given to this particular area, people are unaware of the harmful effects of counterfeiting. Even some of the manufacturers claim that they do not think they are doing anything wrong. In fact, it is a good thing that we are providing similar products in lower prices (Staake, 2009).

According to (Norum, 2011), the consumers of the counterfeit goods do not consider this to be a negative thing as they are unaware of the facts. They do not know that by doing so, they are affecting the economy of their country. However, they do believe that the manufacturers and dealers of such products shall be punished. So the research concludes that the lack of information about counterfeited products is a major reason for its success. The author suggests that by informing the consumers about the harmful impact of such purchases, the problem can be minimized.

One of the reasons of buying counterfeit goods in Asia was studied to be the purpose of the purchase. A research showed that a major percentage of consumers buy pirated products for personal use as they prefer a much cheaper one for themselves. Only a small percentage of the consumers buy them as gifts for others. Another interesting thing was that the comparison of high and low spenders revealed that the only difference between the two is about the quality and quantity. Even the high spenders do not care about counterfeited goods as long as they provide good quality (Prendergast, 2002).

In China, the purchase of pirated video CD's was considered and a detailed research was carried out to look at the trend of the sales for the identification of heavy and light purchasers of these goods. It was seen that the heavy consumers were the highly educated people with better jobs. The research also explored that the image of pirated videos is much better than the original ones as they are much cheaper, up to date and their supply was adequate. In the case of clothing, counterfeited products provided a much larger variety at a much lower cost (Cheung, 2006). Due to all these factors, counterfeited products are considered much reasonable and attractive to consumers. This is a matter of culture of the country in which the products are purchased. As we know that culture has a strong impact on ethics, the people, who do not think of buying counterfeits as an unethical act, are most likely to promote it. Same is the case with production, as the producers of counterfeits take their business as more of a social service, as they deliver much affordable products to people who cannot afford the original ones. In other cultures, this is considered to be unethical as basically, counterfeit is stealing the idea of someone else's.

It has been studied that as the counterfeit industry is growing more stable, the quality of these products has also improved significantly. Due to this fact, it is almost impossible for the consumers to identify the original products in the mixed market. The study suggests that it is possible to identify the fake products due to their low prices and availability but from the consumer point of view, both these factors are indeed appealing. On the basis of quality, the counterfeited products seem to be just as good as the real one. This is the reason that this industry has become strong enough to harm the economy of original brands (Gentry, 2006).

Another study provides two variables; Risk and moral intensity, which affect the sales of counterfeited products. These variables are found to be the reason why purchasers are reluctant towards counterfeited products and more aligned towards the original ones. Morally, it is not respectful to buy fake products as the original brand has the copyrights of those products. Buying these products means giving rise to an illegal business (Koklic, 2011). Secondly, although the quality of these products have increased, consumers still have trust issues as they do not want to risk their money on something that does not offer a brand's guarantee. Both of these factors have a major impact on the decision to purchase a counterfeit.

A study from the general population of United Kingdom and China revealed that the people are not comfortable in expressing their purchase of counterfeited products. This means that most of the people consider it a shameful act. Despite of this, the consumption of these products is much higher in both of these countries. Research shows that men were more likely to buy counterfeits for themselves as well as for others as presents. On the other hand, women preferred original products. Older people were similarly less interested to buy counterfeits than younger people. Education, however, revealed insignificant results, indicating that both educated and non-educated people has the same kind of perception towards counterfeits (Bian, 2007).

There is a specific trend that follows throughout the consumer behavior of counterfeited products. A study shows that the most consumed counterfeited products are men's clothing and electronics. The reasons for this result was found out to be the over pricing of luxury products which the general population cannot afford (Sahin, 2011). Most of the people claimed that the electronic products are way too expensive, so they buy counterfeits. Upon asking them about their experiences, most of the people were quiet happy with these purchases as the quality of the products was good.

A survey provided interesting results as it studied the perception of consumers towards branded, counterfeited and no-logo shirts. It is interesting to know that counterfeited shirts were most favored by the consumers, next were non-logo shirts, while the branded shirts received least attention. This consumer behavior was because the counterfeits are available in local departmental stores, where non-logo products are also available. However, the branded shirts are exclusively available on franchise stores. This makes the original products scarce and less accessible for the consumers (Bloch, 1993).

It is also important to learn about the general mindset of the consumers of counterfeits and identify what differentiates it from the mindset of the consumers of original branded products. It was researched that the luxury brands have set a criteria of their customers and most of them target the elite class who have above average income. This gives them a superlative feeling and they feel a sense of pride in wearing expensive brands. On the other hand, the consumers of counterfeit products attempt to have the same feeling but as their pockets do not allow them to buy the original ones, they prefer counterfeits instead. They purchase high quality counterfeits, which are unable to differentiate from the original ones (Gistri, 2009).

Further research explores the construction of identity among consumers. The research emphasizes on the fact that as wearing brands and expensive products has become a social identity in which everyone wishes to participate. However, due to the high pricing and unavailability of the original ones, only a few are able to acquire the original branded products. Rest of the population acquires much cheaper and easily available counterfeits so that they can remain in the 'trend' (Perez, 2010). People do not recognize the products by just looking at them because the counterfeits are so accurately made. As a result, the consumers can easily fulfill their demands and necessities by paying a much lower price.

Another study looked upon the case of Prada, which is a luxury brand is facing serious counterfeiting issues which are damaging the image as well as the sales of the company. The research focuses on the fact that people purchase counterfeits in order to fulfill their desires to wear branded products. As they are not able to purchase the original ones due to the high price, they prefer counterfeits. The author suggests that the brands can counter this problem by offering affordable prices and by making their products more commonly available in the market. The companies will have to sacrifice the high rates and profits but as the sales will increase, the business will move in a positive direction (Phau, 2009).

Consuming counterfeits is basically accessing luxury by compromising on quality due to the availability and affordable pricing. A study declares that purchasing counterfeits has more of a social meaning than personal one. People purchase them to show other people that they are wearing a branded product as the other people are unaware that it is not the original product. However, the consumers of the original product do such purchases for personal satisfaction as they are more comfortable in using them. This is the reason that people follow a certain brand and buy their products often because these companies satisfy their needs. This study differentiates between the preferences of two different kinds of consumers (Turunen, 2011).

Another concept of the consumer mindset was observed in a research. It measured the eight most important aspects of image which were studied to be most important in determining a brand. These were status symbol, price, exclusivity, quality and durability, prestige, common and fun. (Nia, 2000) All these things are provided by a brand or a company and the consumers enjoy them in their favorite brands so they do not mind the high prices. Now the question of counterfeits or original products, the consumers don't mind any of them until they have the name of their brand printed on these products. So basically the originality of the product does not matter, but the name does. In this way, the counterfeits damage the ownership of luxury brands and have proven to be potential threat.

Talking about the variation of consumer behavior with age, a study reflects that as the people grow older, they tend to look into things a little more practically and purchase original products more. However, young people want luxury items in larger quantity so they prefer counterfeits. In the cost of one original product, a person can easily obtain two counterfeit products. This huge difference in the price is a very big factor for the success of counterfeits (Swami, 2009). It has become a serious problem in social, political and economic way and to counter this, the people have to think a little mature because buying one product of quality is better than buying two that will not last longer.

Research also found that the success of a counterfeit depends on the success of the original product or brand. These brands spend millions of dollars in developing unique products according to the taste of people. After that, they spend a million more for proper advertisement and distribution of the product. Once this product is popular, people starts working on their counterfeit and ensure that maximum closeness to the original product is achieved (Constitution, 2001). So basically, counterfeiting is no less than a theft and violates the

laws of the market. Consumers try to find different products within a brand and when the counterfeits provide them with diversity, they readily accept the offer.

Taking counterfeiting as a legal issue, a study conducted claims that although counterfeiting is not like the traditional crimes seen in the courts, it still brings great loss. The biggest problem is that this crime is fed by the pockets of the public and the victims are the brand owners. Another problem is that if a brand is doing well, more quantity of counterfeit goods will be produced due to the higher demands. Another aspect of this research is that a company will only lose those sales which are made by the purchase of counterfeits thinking that they are genuine products. Other than that, the people who are buying counterfeits purposely do not damage the brand's sales, but only image (Wall, 2010).

It is generally assumed that price is the only factor which contributes towards the popularity of counterfeits. A study researches on other factors that play their part and found out that there are certain other reasons beside affordable prices as well. The consumer behavior is not only diverted by the price but also by image, appearance, purpose, and quality (Wee, 1995). Apart from that, price is also a very important factor as the research found that the people with greater incomes were less likely to purchase counterfeit goods as compared to the low income consumers.

It is evident from the study of counterfeits that there are many reasons for the customer to go for a counterfeit instead of the genuine one. It is also found that the brand personality plays the most important role in the purchase of counterfeits. This brand personality of the counterfeits has made it a separate brand is an idea which has affected the whole market. Consumers love the idea of a brand that sells other popular brands at affordable pricing and as the quality of counterfeits has increased significantly, the consumers just have enough reasons to buy them (Moutinho, 2009).

Another such research studies the matter from a different perspective. It claims that the purchase of counterfeits is motivated by the kind of advertisement and marketing is done by the genuine brand. Does that mean that the brands should stop advertising their products from the fear of counterfeits? The author disagrees and states that their marketing is important but should be done within the limits of the targeted market. Marketers should conduct detailed research and only market their products to the extent that they reach the maximum number of potential consumers but do not reach the people who desire to purchase the counterfeits (Wilcox, 2009).

Purchase of counterfeits is directly related to the attitude of the consumers. This attitude is driven by a number of factors which are studied in detail. It argues that as the women are more aware of fashion and their desire for fashionable products is more, they have more intentions to buy counterfeits. Similarly, the attitude of the consumers with lesser incomes is more positive towards counterfeit purchases as compared to the people with higher incomes. Ethically strong consumers prefer genuine products as they know that sale and purchase of counterfeit goods proves harmful for the original company (Ha, 2015).

A research relating to the consumer behavior towards counterfeit goods suggests that most of the people are unaware of the fact that this process is illegal. Even if they are aware of this fact, they still consider it as a positive thing and instead criticize the original brands. According to the research, people are of the thought that the original companies are committing a crime by overpricing their exclusive products which can only be bought by the richer people. This is indeed a class discrimination which is not discussed often but has serious aspects in the society (Kumar, 2015).

In order to explore the high demand of counterfeit products, a recent study discovered that the main reason of this high demand is the desire of the customers who cannot afford the original products. It is basically a cyclic process which is created none other than the victim itself. Brands introduce expensive products in the market which is purchased by the elite class of the society. Seeing this, the low income consumers express a desire to have the same product. This desire generates a demand of the same product at affordable cost, and here the local manufacturers play their part. They make counterfeits and fulfill the demand of those consumers, while making the original brands unhappy. Yet these brands keep introducing new products and the cycle continues (Hennigs, 2015).

Another reason for the production and consumption of counterfeits is the lack of availability of the original products, especially in foreign countries. A study conducted in Morocco reveals that a lot of advertisements of European products can be seen on the television in the country but these products are not available in the market. These advertisements grow a desire to have those products and so the local manufacturers copy the design and logo, producing a counterfeit product. Such products gain high popularity in such a country and results in huge sales of the counterfeits (Nwankwo, 2014).

Advertisement has proven to be very important, especially in the field of luxury clothing. Different brands spend money on making attractive advertisements for the sale of their product. However, a study found out that this advertisement not just increases the demand of their product but also increase the demand of the counterfeit of that specific product (Stravinskiene, 2014). In addition to that, better designs, high pricing and diverse products, all add up to the demand of counterfeits. This study shows that how companies themselves play a part in creating a demand for counterfeit goods in the market.

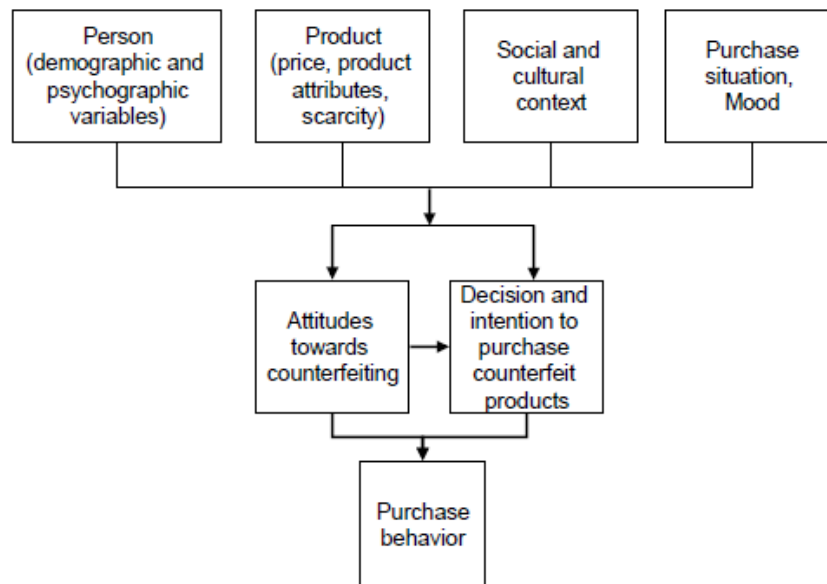
It is studied that there are some factors which positively and negatively affect the demand of counterfeits. The positive ones are affordable pricing, past experience and easy access of the product. The past experience can also become a negative factor as some of the counterfeits are below quality and are unable to satisfy the consumer. On the other hand, values consciousness and social status affect the counterfeits negatively. The people who are more concerned about their social status prefer the purchase of original products (Chaudary, 2014).

Another reason for the popularity of the counterfeits is the social impact and word of mouth. If a person has purchased the counterfeit of a product at much affordable price in a local store, that consumer will refer to their family and friends. Confusion is yet another factor as the consumers are unsure and cannot differentiate between the real one and the counterfeit. Culture is also a matter as the discussed study is based in China, where “copying and imitation is reasonable and acceptable” (Tang, 2014). All over Asia, counterfeiting is considered a form of sharing of ideas so it is not considered wrong.

THEORATICAL FRAMEWORK

According to the literature review findings and previous researches, some of the factors that influence customers to buy counterfeits instead of genuine products are grouped in Figure 1. This framework was established by Eisend and Schuchert-Güler. These independent factors in the framework are person, product characteristics, social and cultural Context and Purchase Situation. All these factors help in developing an attitude towards the imitable good. This attitude further translates into the decision to purchase the product.

FIGURE 1
Framework Summarizing the Main Categories of Antecedents, Moderators, and Consequences of the Volitional Purchase of Counterfeit Products



Purchase Behavior: It basically is the act of buying the counterfeit product. It is a dependent variable which is formed by a person's attitude towards counterfeiting and his decision and intent to purchase a counterfeit product.

This research focuses on the factors that help making the purchase decision. A lot of factors come in play which will be discussed in detail.

Person: One of the factors that is important in the decision to purchase a counterfeit is the Person related factor. It includes both Psychographic and Demographic Factors.

Demographic factors consist of quantifiable characteristics of the population such as age, gender, education, income etc. On the other hand, Psychographic focuses on lifestyle of a person. This area of research focuses on interests, attitudes, and opinions

According to previous studies, some have concluded that Demographics have no or very less effect on the purchase decision while others have concluded to have found vivid differences in buying behavior according

to demographics. Psychographics have been found to be a better determinant of buying behavior than demographic factors.

This research identifies the person related characteristics that result in purchase decision. Demographic factors are studied in detail such as age, income, occupation, gender etc. There is hardly any variation in liking and disliking as far as age is concerned but income, occupation and gender have shown sharp differences. Psychographic factors are not the focus of this study owing to a lot of previous research on these factors.

Product: In this block, characteristics of a product such as quality, price, looks etc. are included. All these and many other product characteristics are taken into account before forming a purchase decision. Product Characteristics are attributes that can be added to the product definition to extend the description of each product. These characteristics can be used later to filter or search products.

A lot of previous research focused on product related characteristics and in this research, the consumers again pointed product related characteristics to be the main reason resulting in the purchase decision. Subjects identified price as the most important variable according to the survey. All previous studies have given utmost importance to price being a major determinant of purchase decision whereas quality was highlighted as an important purchase decision indicator as well but came second to price.

Purchase Situation/ Mood:

This is another factor that helps in forming attitude towards a counterfeit. A purchase decision can be strongly affected by the situation in which people find themselves. In general, a situation is the circumstances a person faces when making a purchase decision, such as the nature of their physical environment, their emotional state, or time constraints. Not all situations are controllable, in which case a consumer may not follow their normal process for making a purchase decision.

This research does not focus on the purchase situation or mood. A lot of research has already been done covering this aspect in detail.

Social and Cultural Context: Another factor that plays an important role in the purchase decision is the Social and Cultural Environment.

The social context refers to the immediate physical and social setting in which people live or in which something happens or develops. It includes the culture that the individual was educated or lives in, and the people and institutions with whom they interact. People end up buying a fake so as to maintain the status acquired in society.

Cultural context looks at the society characters live in and at how their culture can affect their behavior and their opportunities. Similarly according to previous research, culture plays a very important role in making a person's frame of mind. In some cultures counterfeiting is considered ethical while some cultures openly welcome this act.

Cultural context is again not part of the variables studied for this research. Social context is studied on the other hand as people generally consider buying a counterfeit ethical because this practice is prevalent in the society.

CHAPTER #3:

METHODOLOGY

For the purpose of this research, two Shopping Malls in Islamabad were chosen. All sorts of people visit these malls with shops selling both genuine and counterfeit products. Access to different consumers at one point is possible. A sample of 30 adult consumers and non-consumers was randomly selected. This was merely done so as to cater to the need of Random Sampling.

This dissertation consists of both primary and secondary research. Several interviews were taken and transcribed so as to get first hand opinions from consumers and non-consumers. Already published papers and researches were skimmed through so as to get better understanding on this subject. Several contrasts and similarities could be drawn after matching both primary and secondary researches.

RESEARCH QUESTIONS

This research paper caters to the following research question:

What Factors affect consumer demand to buy non-deceptive counterfeits?

In addition to this basic question, the objective of this research is to come up with answers to the following questions:

1. Who are the consumers of Counterfeits?
2. Why do they buy counterfeits?
3. Do counterfeit products affect the genuine brand's image?

RESEARCH DESIGN

This study is purely Qualitative. It is exploratory in nature which can later form a basis for quantitative research. It helps in providing insights relating to the three before mentioned problem questions. The motivation behind choosing this form of research was to attain best possible insight on the topic of non-deceptive counterfeits from an Asian Perspective. Immense amount of research is already present regarding non-deceptive counterfeit luxury products but they all focus on Western countries. Since there was a lack of research in Asian perspective, this study gives insights on consumers and their way of thinking in this part of the world.

Data collection is interview based. Semi-structure interviews ranging from 5-10 minutes were conducted so as to get a clear understanding of the interviewee's point of view. The purpose of the semi structured interview is to find out who the buyers of such products are. We also want to know why they end up buying such products. In addition to this, we are also interested in knowing whether the counterfeits result in destroying the brand image of the genuine luxury brand or not. Data collection was performed both on weekdays and weekends.

RESEARCH SETTING

This survey was conducted among the people of Islamabad, Pakistan. Centaurus Mall Islamabad and Safa Gold Mall Islamabad were the two places chosen for conducting interviews. 30 interviews were taken in total. Out of these 30, 17 were males and 13 were females.

PROCEDURE

Since it was a mall, people were hesitant to be interviewed. First they were briefed about the purpose of research. Interview time ranged from anywhere between 5-10 minutes. Sampling was done randomly.

Considering qualitative nature of study, semi structured interviews were taken. First the interviewees were asked whether they have purchased counterfeit products in the past. Later, further questions regarding our three basic finding points were asked. Each answer was taken as a cue to the next question.

The people interviewed were between the ages of 15 to 55. Both female and male genders were interviewed.

CHAPTER #4:

ANALYSIS AND DISCUSSION

Symbolic value of products plays a very important role in purchase decision by a consumer. While consumers are buying products, they are also purchasing the symbolic value that these products have. Counterfeit products help satisfy this need without going for the actual luxury product.

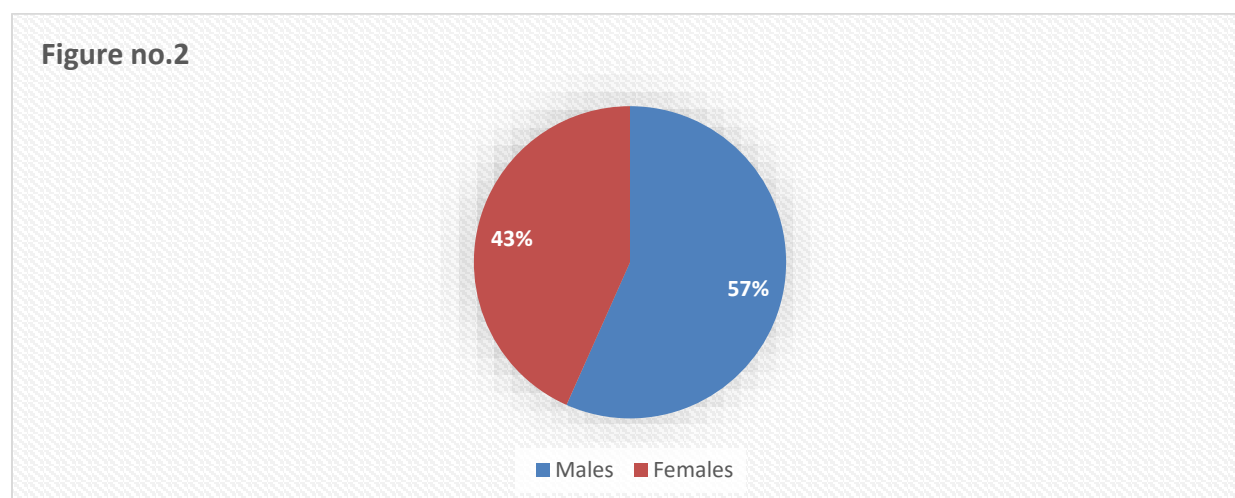
In recent years, counterfeit products have been successful in gaining popularity among the consumers. Numerous researches have been done on non-deceptive counterfeit products buyers and users but it is still difficult to create a clear picture of counterfeit goods consumer. There still exists a gap in literature to why exactly people prefer counterfeit products. The research is rather fragmented and each paper gives contradicting views. Previous researches have highlighted the importance of price as a very big factor for the success of counterfeits.

Demographic factors play an important role in the identification of non-deceptive counterfeit product's consumers. Previous research on these factors has been rather fragmented and conclusive results were not established. Most of previous researches focused on western countries and Asian perspective is still not clear.

This research focuses on three main questions. Firstly, who are the consumers of Non-deceptive Counterfeit Brands? Second, why do they buy counterfeits? And Thirdly, Do Counterfeit products affect the Brand Image of genuine brand? In order to get to the bottom of this, thirty people were interviewed and those interviews were transcribed into words (Appendix 1). Seventeen Males and thirteen females were part of the sample. In these thirty interviews, twenty six people agreed to have bought counterfeit brands knowingly and 4 people said they have not yet purchased counterfeits of a genuine brand.

Gender:

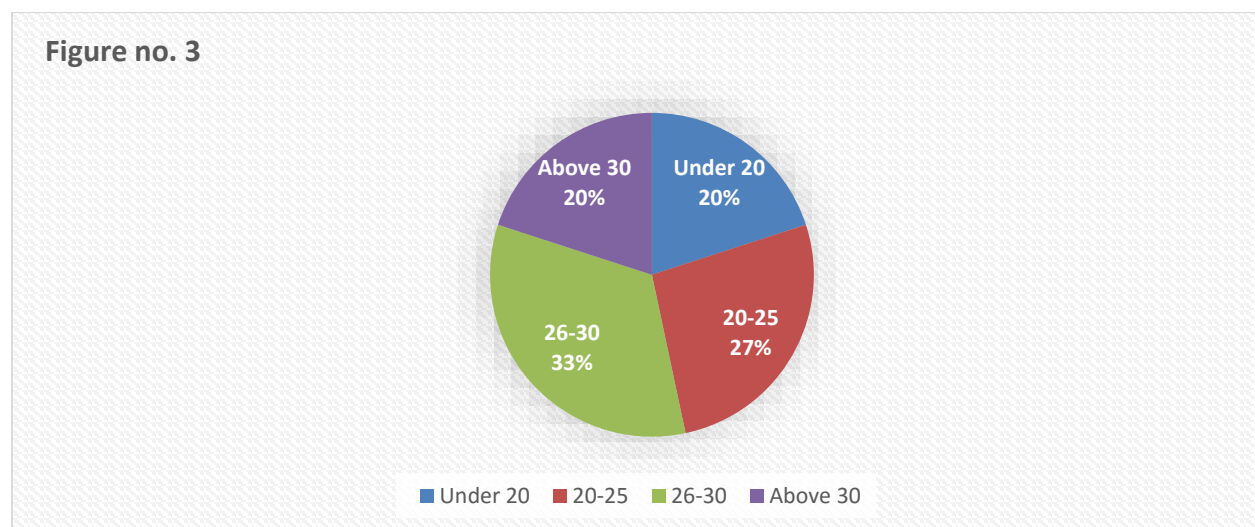
Figure 2 shows the distribution of males and females in the sample. The sample contained 57% males and 43% females. This was randomly selected. Out of these 17 males and 13 females, 14 males and 12 females agreed to have purchased counterfeits at least once in their lives.



Both Males and Females have been actively involved in the purchase of counterfeits according to previous studies. According to Bian, men were more likely to buy counterfeits for themselves as well as for others as presents. On the other hand, women preferred original products. Older people were similarly less interested to buy counterfeits than younger people. Education, however, revealed insignificant results, indicating that both educated and non-educated people has the same kind of perception towards counterfeits.

Age:

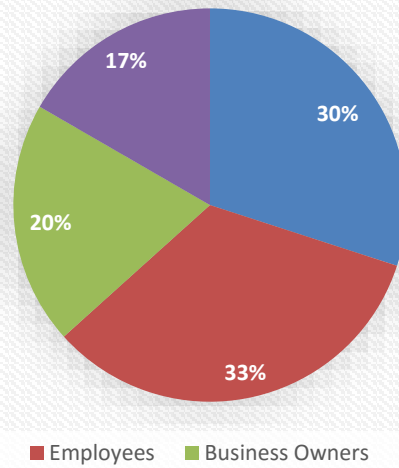
In Figure no.3, the age groups of people interviewed are shown. 20% people were below the age of 20. 27% people were between the ages of 20-25. Similarly, 33% people were between the ages of 26-30 and the remaining 20% were above 30.



Occupation:

Out of the total 100% in Figure 4, 30% were students. Employees were the most in number i.e. 33%. Business Owners were 20% and Housewives were the least i.e. 17%.

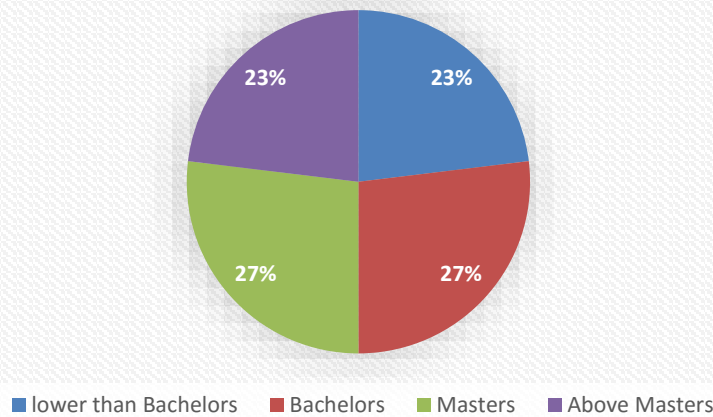
Figure no. 4



Education:

Figure 5 shows the distribution in Education of respondents. 33% interviewed people had at least a Masters degree. Next were Bachelor's degree holders i.e. 27%. Lower than Bachelors and Above Masters were present equally i.e. 20%.

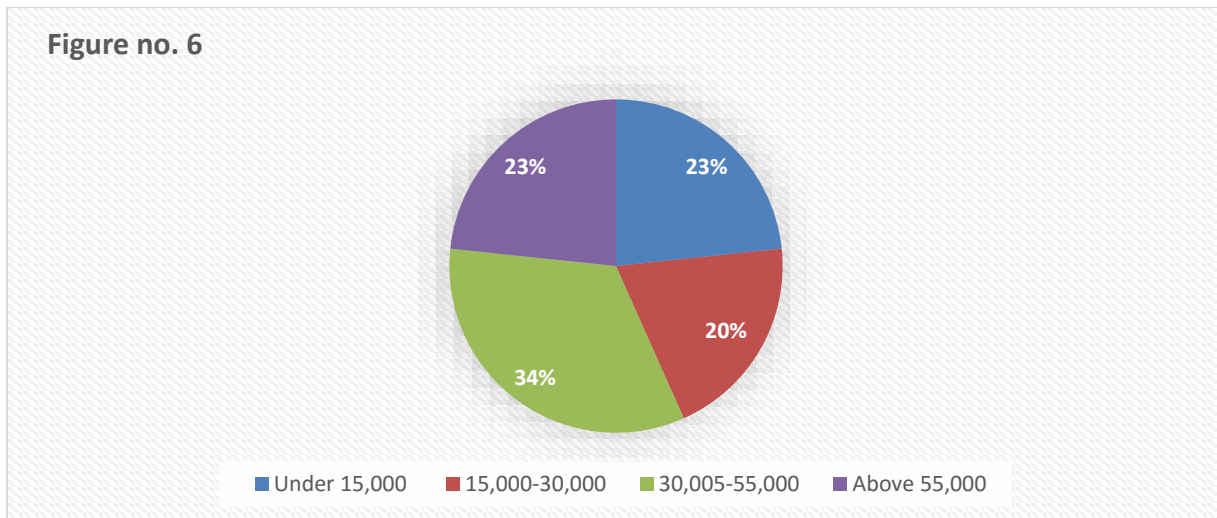
Figure no. 5



Income

Figure 6 shows the last demographic factor i.e. the distribution of income groups. 34% respondents had an income between 30,000-55,000 Rs. Next in number were two groups, one having less than 15,000 Rs. income and the other having above 55,000 Rs. income. People having income between 12,000 -30,000 were only 20%.

Figure no. 6



COUNTERFEIT NON-CONSUMERS:

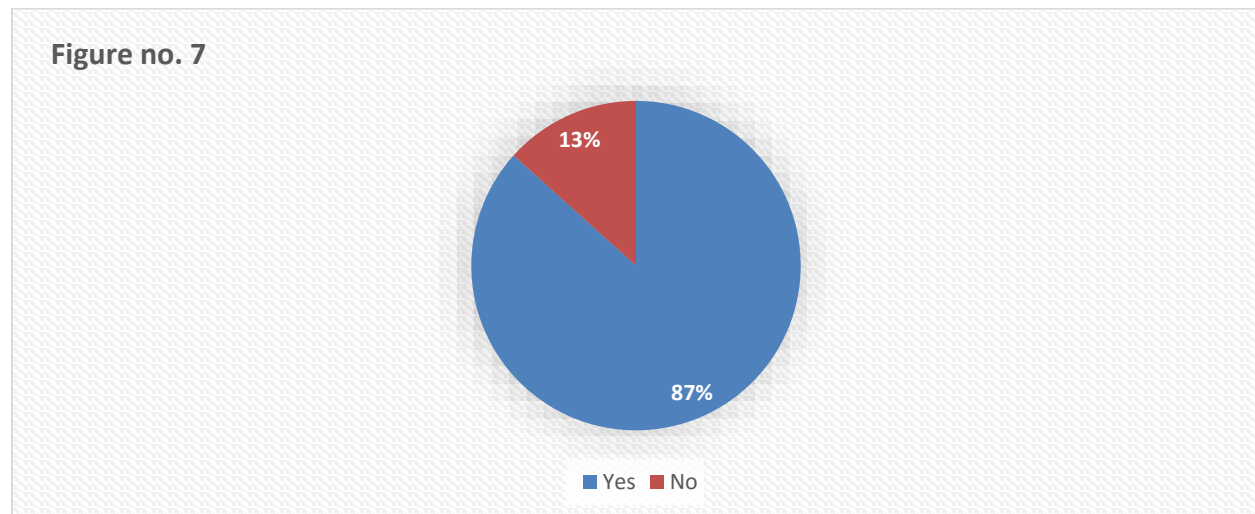
Since the purpose of this research is to figure out the factors responsible for the popularity of counterfeits, it is important to know the consumers and non-consumers in the sample. Out of the total 30 respondents interviewed, only 4 people had not yet purchased a counterfeit product. 2 of the respondents clearly agreed to not even buy them in the future ('I don't plan to buy them in the future as well'). In this small chunk of 13% respondents who have not yet purchased Counterfeits, 3 are males and only 1 female.

A general belief is that Men are more likely to buy counterfeit products while women go for originality. This is exactly what previous research states as well. A contrast is seen here in the Asian perspective as compared to the West. All females except one agreed to have purchased a counterfeit once in their life. As compared to three male respondents who have not yet purchased a counterfeit. In addition to this, all of the non-consumers in the sample have at least a Bachelor's degree with three people having a Master's Degree. Previous research suggests that by informing the consumers about the harmful impact of such purchases, the problem can be minimized. People having a higher degree are considered more informed individuals and hence make a conscious buying decision. But this seems to be opposite according to the subjects interviewed.

Most of the papers studied for the purpose of literature review highlights that Counterfeit buyers are generally motivated by the price of the counterfeits. People with greater incomes were less likely to purchase counterfeit goods as compared to the low income consumers in the West. As far as Asian perspective is concerned, exactly same trend has been noticed in the respondents of this research as well. All of the non-consumers have an income above 30,000 Rs. with three out of four respondents having income above 55,000 Rs. The only four people who refused to buy counterfeits had a sizeable income ('no benefit in buying a counterfeit'). The people who have not yet purchased counterfeits among these four people are employees at esteemed organizations and one has his own business.

Age in this case is not a distinguishing factor as 2 people lie between the ages of 20-25 while one is above 30 and one lies in the age bracket of 26-29. Previous researches focused that older people were less motivated to buy counterfeits than the younger lot but according to this survey, people belonging to all age groups have been actively involved in the purchase of counterfeits.

Figure 7 shows the percentage of consumers and non-consumers of counterfeit in the sample. 87% people are buyers of counterfeits whereas 13% percent people in our sample have not yet bought a counterfeit product.



COUNTERFEIT CONSUMERS:

According to popular belief and survey results, Counterfeit products do end up reducing the exclusivity and uniqueness of a genuine product. Commodity theory (Brock, 1968) comes in play in the situation of scarcity. As long as a product is scarce, its value is perceived to be more but as soon as it is vastly available it loses its charm. Once a counterfeit with similar characteristics such as quality and design floats in the market, purchasers of the product increase. This in turn makes the product more visible in the surroundings ('Luxury brands are especially made for a specific social class and not for everybody, which makes the products exclusive to own. Since counterfeit products made these brands accessible to all which did ruin the aspect of exclusivity').

In contrast, if brands become more visible in terms of stores and marketing, its exclusivity is still maintained. They make a reputation through constant struggle in marketing and advertising and they can cater to more people in their target market once they are in close vicinity ('the name they have made through marketing and advertising cannot be neglected due to the emergence of counterfeits'). Research has also found that the success of a counterfeit depends on the success of the original product or brand.

Table 1 shows the frequency and percentage of people who have brought counterfeits in each demographic variable.

Talking about the variation of consumer behavior with age, a study reflects that as the people grow older, they tend to look into things a little more practically and purchase original products more. It is believed that older people were less interested to buy counterfeits than younger people. But this research takes a different approach. In case of age bracket, people above 26 and below 30 are found to be most avid purchasers of counterfeits. They believe the counterfeits are easily accessible ('they are easily available for sure. I have yet to see an original'). They thought that even the so-called original ones available in the market can turn out to be fake if thoroughly checked. Counterfeit products are easily available in the market ('they are available

everywhere'). People have bought them from small local vendors in addition to making a purchase online ('sometimes you get them imported'). In contrast to this, Research carried out in West did not entirely focus on availability aspect. But according to some authors, China is considered to be the biggest producer of Counterfeits.

Talking about the variation of consumer behavior according to occupation, previous studies have been inconclusive on this aspect. Here, Students have taken a lead in purchasing counterfeit goods with Employees being the second most frequent users and Business Owners and Housewives coming last. As far as income and education is concerned, People having income in between the range of 30,000 Rs.-55,000 Rs. have bought the most non-deceptive counterfeit goods. After this, the under 15,000 Rs. bracket comes second. And above 55,000 Rs. income group are found to be least interested in counterfeits.

It is believed that education does not play an important role in buying decision as educated and uneducated people are both found to purchase counterfeits. Respondents having at least a Bachelor's degree have been found to purchase counterfeits the most. In addition to Bachelors, people having a Master's degree are also actively involved in purchasing counterfeits. Previous researches focused on the aspect that more the amount of information a consumer has, he is less likely to go for a counterfeit. More information yields better buying decisions. According to our survey there is a difference in results. People who have been the most actively involved in the purchase of fake products have at least a Bachelor's degree i.e. 14 years of education minimum. This research contrasts from previous researches in a way that here students have been most actively involved in the purchase of counterfeits.

Table no. 1			
Variable	Category	Frequency	Percentage (%)
Gender	Male	14	54
	Female	12	46
Age	Under 20	6	23
	20-25	6	23
	26-30	9	35
	Above 30	5	19
Occupation	Student	9	35
	Employee	7	27
	Business Owner	5	19
	House Wife	5	19
Income (Rs.)	Under 15,000	7	27
	15,000-30,000	6	23
	30,005-55,000	9	35
	Above 55,000	4	15
Education	Lower than Bachelors	6	23
	Bachelors	7	27
	Masters	7	27
	Above Masters	6	23

FACTORS INFLUENCING INTENT TO BUY COUNTERFEITS:

The main purpose of this study is to analyze the factors that drive consumers to purchase counterfeits of luxury branded products. In accordance with previous researches, the number one reason for knowingly purchasing counterfeit items, especially with prestige and luxury items is Price. According to authors such as Sahin. The most important reason for the popularity of counterfeits is the price that genuine brands demand for. 27 out of 30 respondents of survey chose price to be the utmost deciding factor in the purchase of a counterfeits. ('Because of less price and less utility of goods against the original price').

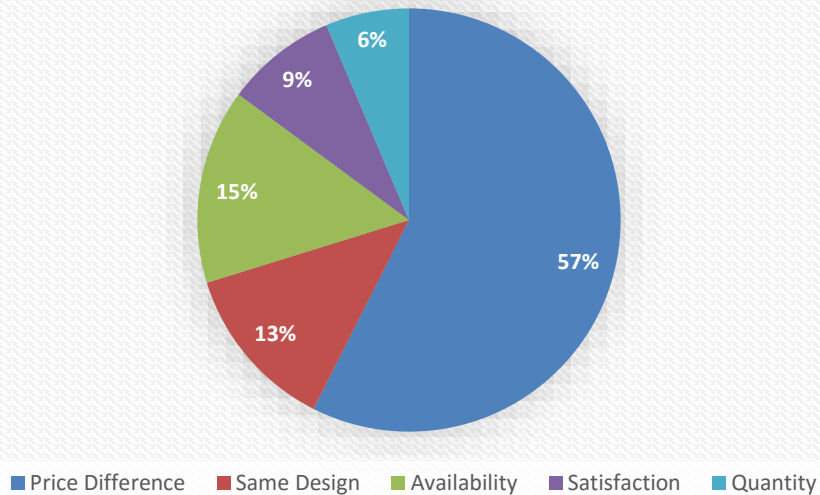
They believe if they can get same product with same specification at a lower cost, why need to waste money to get an original ('It's only because of its price, no other reason. Affordability is only preference to buy counterfeit products')

From a transaction utility perspective, having a counterfeit is better than having nothing ('I can save a lot of money and buy two three instead of one'). It also helps in changing products according to latest trends and having more variety in general. It is interesting to know that counterfeited shirts were most favored by the consumers according to previous studies, next were non-logo shirts, while the branded shirts received least attention. If a person is getting a non-branded item in the same price as a fake branded item, one can always get the branded product instead of the non-branded one according to previous research.

Second most important factor according to our research is Availability and Accessibility ('I prefer it because it's readily available'). In most Asian countries, famous brands have not yet opened their flagship stores ('I can get an original but I haven't come across them over here. So the benefit is that I could purchase it easily'). According to the author Eisend, It has been found that the insufficiency of a product affects the value of the product as well as its fake counterpart, which becomes higher in demand.

Branded genuine products are imported from abroad. Since this is a full of hassle process, hardly any genuine products make it to the market hence making it inaccessible for the general public. Since original products are not available, people are naturally inclined towards fakes ('..is also more convenient to get here in Pakistan'). Some respondents were of the opinion, that even if they want to get a genuine product instead of a copy, they will hardly ever find a place where the original product is sold. Hence it is one of the factors affecting consumers to buy non-deceptive counterfeits.

Figure no. 10



Thirdly, Quality (Same Design) is considered an important factor. If people end up getting the same quality at lower price why would they want to acquire a genuine product at the first place? (‘It’s hard to tell the difference between the original and copy’). One respondent was of the opinion that he sometimes gets not equal but better quality than the originals in counterfeit goods. (‘.. there is slight difference most of the time that cannot be identified between the replica and original one’)

Another important factor is the satisfaction associated with owning a branded product may it be genuine or fake (‘and they give almost equal satisfaction’). If a person does not have the buying power to purchase a genuine product, he can always fulfill his wish by going for counterfeits of the same brand (‘.. the major reason behind purchasing any counterfeit product as we don’t have that purchasing power to purchase original brands so the love for the brand is satisfied by buying a replica.’)

Last but not the least comes the Quantity factor. This has been described as utility in previous researches. It has also been given utmost importance according to some of the authors (‘I can save a lot of money and buy two three instead of one. I can also change them more often’).

EFFECT ON BRAND IMAGE:

There were mixed opinions regarding a counterfeit having an effect on a genuine brand. Some people were of the opinion that the target market of genuine brands is different than the target market of Counterfeits (‘...the target audience is different for counterfeits’). People buying counterfeit goods, according to people who were interviewed, were not part of the market genuine brands are pursuing. (‘Counterfeit brands are famous in a particular class. No effect. Genuine buyer will buy only branded’). Hence such copy products cannot harm the image of a genuine product which has put in time and effort to make up its image through marketing the advertising (‘...it shouldn’t have any effect because a luxury brand is not only a brand rather it’s a legacy and has developed trust over a time. So a single fake replica cant affect a true luxury brand developed over a time carrying a history, a phenomenon behind it’).

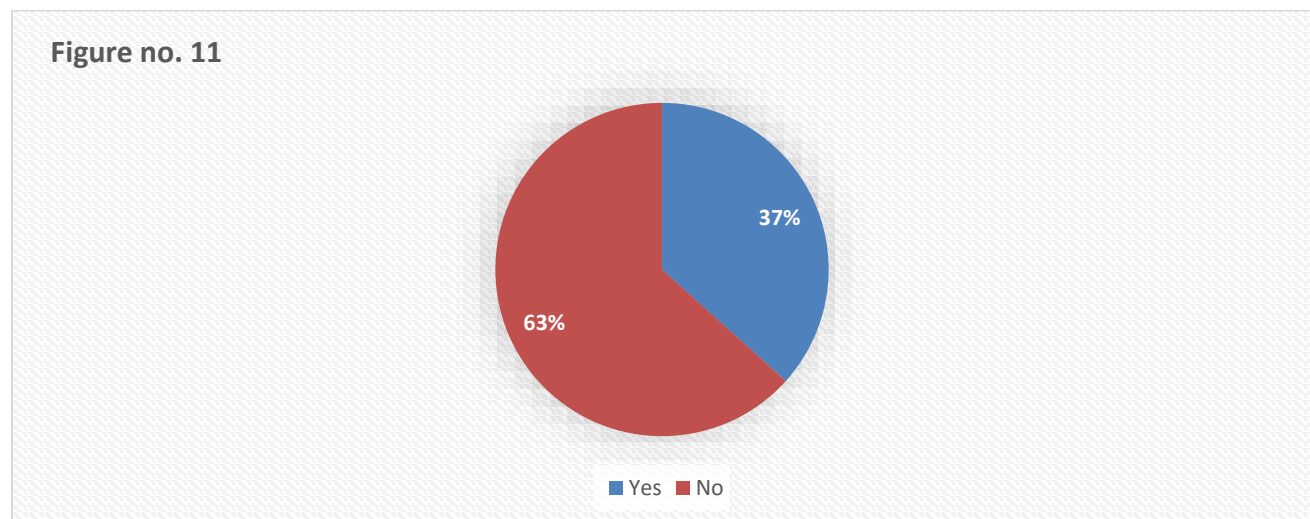
On the other hand, some respondents were of the opinion that the image may be affected if the user confuses a counterfeit with the original. If the quality turns out to be below average, the image of genuine brand can face a massive blow. But if a consumer is practicing non-deceptive purchase, it should have no effect on the genuine brand ('...how consumers perceive the quality of luxury brands are affected by counterfeit products').

Another opinion was that if the quality of counterfeits is exactly same or in some cases better than the original then people might think brands are charging more than what the product is worth ('Some people then think if I can get something at this price and quality, they are charging more from us'). The genuine brand may end up losing its market share if counterfeits are providing the same product experience as a genuine product. Hence, affecting the brand image.

One more popular opinion was that counterfeits help in improving the visibility of a brand. So it can in a way prove to be beneficial for the genuine brand in the long run as well ('Visibility is increased. More people get to know about the brand').

Previous researches concluded that counterfeit brands do not damage the sales but there is a significant effect on Brand Image. Here on the other hand, a large majority is of the opinion that there is absolutely no effect of counterfeit products on the genuine brand mainly because of difference in target market.

Figure 11 depicts the percentage of people who think counterfeit do or do not have an effect on the brand image of an original product (YES=37%, NO=63%).

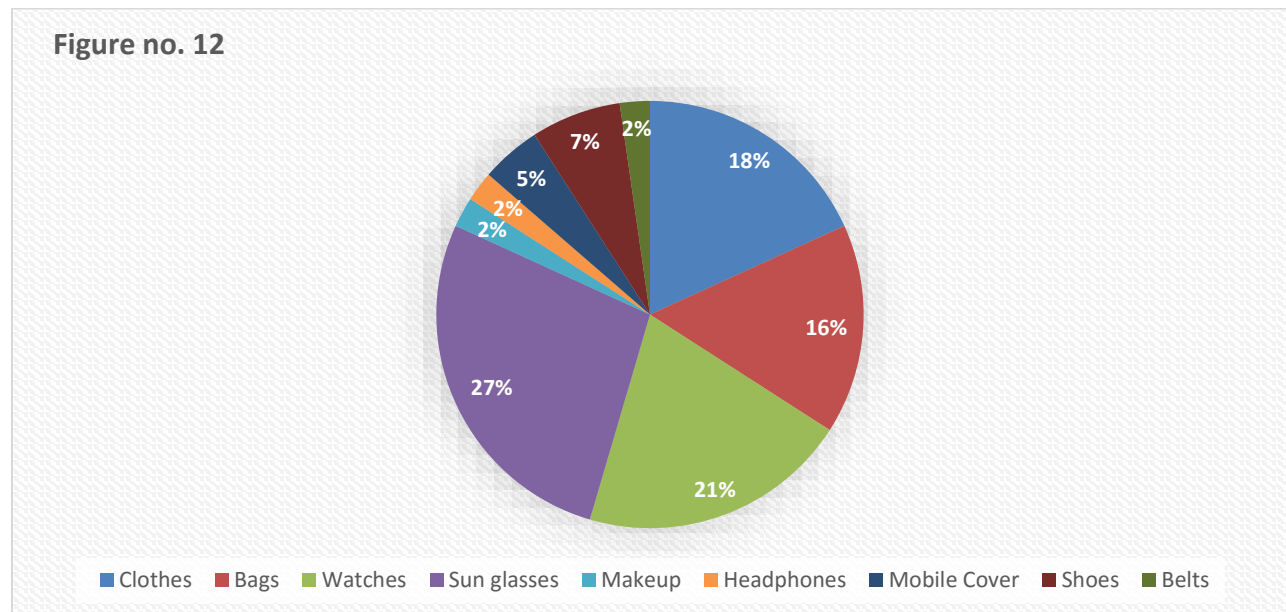


MOST PURCHASED COUNTERFEIT PRODUCTS:

The most mentioned counterfeit products in the survey are shown in Figure 8. According to Nelson, the Theory of Typology of Good's crux is that the willingness of consumers to purchase a counterfeit is increased when the consumer can identify or quantify the quality of the counterfeit. Here also, the same theory comes in play as hardly any of the respondents chose electrical products, whose quality cannot be determined beforehand as their most purchased counterfeit product.

According to a previous study, the most consumed counterfeited products are men's clothing and electronics. The respondents in this research believed Sunglasses are the most bought counterfeit product that they have

purchased in the past. Wrist Watches, Clothes and Bags are also very famous in the counterfeit category. Makeup, Mobile Covers, Belts, Shoes and Headphones are also some of the products that were purchased by the respondents.



Different product characteristics have been identified to give away a counterfeit from an original. One of the determinants is **quality** (‘the quality of the material used is the standing guarantee of the brand itself’). It is considered to be the main give away factor (‘Because of its quality and material also finishing of product’).

24 out of 30 respondents chose quality to be the main differentiating factor. Even though counterfeits are so widespread, maintaining a quality standard is a long shot (‘A little lower in quality if first or 2nd copies are purchased’). Different sorts of copies are available in the market and one can tell difference by looking at the material which in turn denotes quality. Previous researches also suggest that consumers do not care about counterfeited goods as long as they provide good quality. The respondents interviewed also had this same opinion.

Another factor that gives away a counterfeit from a genuine product is the **place of selling** (‘it is sold at random places rather than proper shopping areas. People selling them give out the vibes that can help in distinguishing the authenticity of the product’). A genuine product will have a proper distribution channel whereas counterfeits are available everywhere locally. They are also purchased by people online (‘they are identified from the places they are sold at. Obviously the original products cannot be sold from a local vendor whose shop is not even furnished in a way so as to cater to the product’s image’).

Price is another indicator that differentiates a counterfeit from an original. More than 70% of the respondents quoted price to be the main differentiating factor (‘Counterfeit products are sold at lower prices secondly Un-real bargain is the sure thing to identify a fake product’). Previous research also concluded that a major percentage of consumers buy pirated products for personal use as they prefer a much cheaper one for themselves

Some respondents were of the opinion that **specifications** are different in counterfeits. They have noticed spelling mistakes in brand name ('... For example like I just saw a picture of Samsung mobile's charger. There were some specification difference like some symbols and signs').

MEASURES:

This research not only focuses on the factors responsible for creating an attitude towards the purchase of counterfeits, it also points out ways that can be used by genuine brand owners to restrict this menace.

Three measures were most important according to the respondents. One was the implementation of strict and proper laws so as to curb the production of Counterfeits as a whole. One respondent suggested that the mega counterfeit production zones should be identified and strict action should be taken against them ('Close down factories of fake products').

Another factor apparent in previous research was that culture and social factors play an important role in shaping up of buying behavior. Awareness needs to be created about counterfeits being unethical.

Counterfeits are so widespread that it is often difficult to identify a fake from an original. One very popular belief among the respondents is that the genuine brand itself should produce low price variants for the consumers buying counterfeits. Once a consumer's purchasing power will include these branded genuine products, the craze for counterfeits might subsidize ('.. affordable line of products should be introduced for the counterfeit purchasers'). Previous researches also second this notion. According to literature, companies will have to sacrifice the high rates and profits but as the sales will increase, the business will move in a positive direction. Another important aspect discussed in previous studies is that some of the manufacturers claim that they do not think they are doing anything wrong. In fact, it is a good thing that we are providing similar products in lower prices.

One measure suggested by one of the respondents was that brands should have a secret ingredient that the counterfeits cannot copy ('genuine brand should try to use such quality which cannot be copied. There should be something unique'). There must have a design or logo that a counterfeit producing company is unable to match. It should have a unique factor.

Availability and Accessibility is also one of the factors that make a consumer shift towards a counterfeit. So brands should increase its visibility and make itself available to the public in large so as to decrease the purchase of counterfeits ('Distribution Channels should be looked upon and product should be within reach').

There is also a mega chunk of sample that believed in taking no steps whatsoever for the curb of counterfeits ('cannot be curbed. It's too late now'). They consider it to be completely ethical and beneficial for a big chunk of population ('why would you want to curb the purchase? Brand should come up with a lesser price product').

CHAPTER #5:

CONCLUSION:

Counterfeit industry is growing and becoming bigger and better by the day. Luxury product consumption is increasing rapidly and all social classes are striving towards getting their hands on a branded product. People lying in the low and medium income group desire to attain a luxury product as the rich customers. Hence counterfeits are becoming more popular by the day.

According to this research, both the genders are actively involved in purchase of counterfeits. People between 26-30 years of age are the ones that our most actively involved in the purchase of non-deceptive counterfeits according to survey. They find these products cheaper and more effective utility wise.

Mostly students have been found to be fine with the idea of purchasing a counterfeit. They think that price is one factor that attracts them towards such products. In addition to that, these products according to them are the only ones available in the market. On the other hand, people having at least a Masters degree are mostly of the opinion that measures should be taken to curb the demand and sale of counterfeits. Although these people are also very actively involved in the purchase and use of counterfeits.

Counterfeit products are quite famous among the medium income groups and they believe it is necessary to buy them so as to maintain a certain image. This income group aspires to follow the rich footsteps and think it is foolish to pay more for the same quality that a counterfeit gives at comparable lesser price.

Even though there are laws and regulations regarding counterfeits in all countries of the world, this menace cannot stop until and unless people consider it an unethical act. There are a lot of people who think no measures should be taken to curb the production of counterfeits because low and medium income groups are benefitting from these products. They do not really know how grave consequences these products are posing towards the world economy.

LIMITATIONS AND FUTURE RESEARCH:

In this research, factors that are responsible for influencing intention of a consumer to buy non-deceptive counterfeit products is studied. One limitation this research has is that people of only one country i.e. Pakistan were studied so as to gain insights on the whole of Asia. Future research could focus on including people of more nationalities in its sample size. Because of cost and time constraints, people of only one city were included in the sample. This research can be taken all over Asia so as to get better understanding on the factors responsible for influencing intention of a consumer to buy counterfeits.

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APPENDIX

QUESTIONNAIRE

1. Name:
2. Gender:
Male
Female
3. Age:
Under 20
20-25
26-30
Above 30
4. Occupation:
Student
Housewife
Employee
Business Owner
Other
5. Average Income:
Under 15,000
15,000-30,000
30,005-55,000
55,005 above
6. Education:
Lower than Bachelor Degree
Bachelor Degree
Master Degree
Above Masters
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
8. What counterfeit products have you purchased in the past?
9. How do you distinguish a counterfeit product from an original?
10. Where have you purchased Counterfeit products from? And, Are they easily available?-
11. Why would you prefer a counterfeit brand over an original? (Benefits)
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
13. What do you think is the effect of counterfeit brands on genuine brands?
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?
15. Do you think counterfeit products ruin the uniqueness and exclusivity of a genuine brand?
16. What measures in your opinion will curb the purchase of counterfeit brands?

TRANSCRIBED INTERVIEWS

Interview no. 1

1. Name: Zain Tariq
2. Gender: Male
3. Age:
Under 20
20-25
26-30
Above 30
4. Occupation:
Business Owner
5. Average Income:
15,000-30,000
6. Education:
Above Masters
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
Yes, A couple of times.
8. What counterfeit products have you purchased in the past?
Mostly Sunglasses, Head phones and Mobile Covers.
9. How do you distinguish a counterfeit product from an original?
Well the quality is the distinguishing factor, its different.
10. Where have you purchased Counterfeit products from? And, Are they easily available? -
I got Rayban Glasses from a Pathan selling them at the corner of the street and I purchased a couple of Head Phones, I ordered them online. Yea, they are available everywhere.
11. Why would you prefer a counterfeit brand over an original? (Benefits)
There are a couple of reasons. Firstly, they are really cheap. When you buy an original product, It is quite expensive. For example, Raybans start from Twenty Five Thousand but I got them for Two Fifty Rupees and that is one of the main reason.
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
Rayban, Varsace, Louis Vuitton
13. What do you think is the effect of counterfeit brands on genuine brands?
They do. They spoil the creditability of the original product considering counterfeits are available everywhere. They are cheap so they can spoil the image.
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?
Yes, same thing they spoil brand image. They do take up the name of the original brand but they do not deliver the quality.
15. What measures in your opinion will curb the purchase of counterfeit brands?
They can not take any measures as I think they can not be ceased to be produced. Market is quite huge and even if they take any action it would not work in a country as ours.

Interview no. 2

1. Name:
2. Gender: Female
3. Age:
Under 20
20-25
26-30
Above 30
4. Occupation:
House wife
5. Average Income:
30,005-55,000
6. Education:
Above Masters
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
Yes.
8. What counterfeit products have you purchased in the past?
Wrist Watches, Bags, Clothes.
9. How do you distinguish a counterfeit product from an original?
Its Cheaper.
10. Where have you purchased Counterfeit products from? And, Are they easily available?
They are everywhere now. From the internet. There are some stores in Pindi and Karachi. And I do not know the particular places but maybe Pathan Shops. I think they are easily available. They are everywhere.
11. Why would you prefer a counterfeit brand over an original? (Benefits)
I think because they are cheaper. They are easily available and because of the quantity. I mean you cannot afford a very expensive watch when at the same price you can get three watches.
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
In watches I think Micheal Korss. Then there is Gucci and in clothes there are Khaadi and basically I think every top brand has a counterfeit now.
13. What do you think is the effect of counterfeit brands on genuine brands?
I do not think so they have much effect. The brand name that the originals have made, it is there. I don't think there is much effect as the brand image is really strong.
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?
I don't think it gets affected as there is a difference in quality and people who are brand conscious are going to buy the brand even though they can get a counterfeit product.
15. What measures in your opinion will curb the purchase of counterfeit brands?
I don't think that any measures can be taken. Also, there is no harm if a normal person can get such products. Obviously they do not match the brand but if it is available for a normal person considering the economy we have right now and people can get it. I don't think there should be any measures taken to ban it.

Interview no. 3

1. Name:

2. Gender: Female
3. Age:
20-25
4. Occupation:
Student
5. Average Income:
Under 15,000
6. Education:
Bachelor Degree
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
Yes.
8. What counterfeit products have you purchased in the past?
Clothes.
9. How do you distinguish a counterfeit product from an original?
I think there is some difference in specifications. For example like I just saw a picture of Samsung mobile's charger. There were some specification difference like some symbols and signs.
10. Where have you purchased Counterfeit products from? And, Are they easily available? -
Online and some shops as well that sell clothes. They are easily available both online and on shops that are famous for selling replicas.
11. Why would you prefer a counterfeit brand over an original? (Benefits)
I think if somebody buys, it might be because of the price difference. Also, there is slight difference most of the time that cannot be identified between the replica and original one.
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
Different brands like Gucci, Rayban and all the brands of clothes as well.
13. What do you think is the effect of counterfeit brands on genuine brands?
I think it might affect the sales as sometimes people cannot identify the difference between replica and original so sometimes they end up buying replicas instead of originals so it might affect sales but I don't think it can spoil the brand image.
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?
It cannot affect brand image because the people who are brand conscious will buy the brand and ignore the counterfeit products.
15. What measures in your opinion will curb the purchase of counterfeit brands?
I think awareness is the best measure. The more you can spread the word about the difference between the original and the replica, people will end up buying the original.

Interview no. 4

1. Name: Ambreen
2. Gender: Female
3. Age:
26-30
4. Occupation:

Employee

Other

5. Average Income:
30,005-55,000
6. Education:
Above Masters
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
Yes I have.
8. What counterfeit products have you purchased in the past?
I don't remember. Maybe glasses, watches, clothes, bags etc.
9. How do you distinguish a counterfeit product from an original?
They are much cheaper. The quality is more or less the same but they are cheaper.
10. Where have you purchased Counterfeit products from? And, Are they easily available? -
From online shops.
11. Why would you prefer a counterfeit brand over an original? (Benefits)
Because it is much cheaper. I cannot afford to buy a very expensive bags. There are a couple of reasons. Firstly, they are really cheap. When you buy an original product, It is quite expensive. For example, Raybans start from Twenty Five Thousand but I got them for Two Fifty Rupees and that is one of the main reason.
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
Gucci, Prada, Micheal Korrs etc.
13. What do you think is the effect of counterfeit brands on genuine brands?
I don't think it affects the genuine product as in the brand itself.
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?
It doesn't affect the brand image.
15. What measures in your opinion will curb the purchase of counterfeit brands?
Its completely alright if counterfeit products are available so no measures.

Interview no. 5

1. Name: Faiza Khalid
2. Gender: Female
3. Age:
Under 20
4. Occupation:
Student
5. Average Income:
Under 15,000
6. Education:
Lower than Bachelor Degree
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?

Yes I have.

8. What counterfeit products have you purchased in the past?
I have purchased makeup and sunglasses
9. How do you distinguish a counterfeit product from an original?
It is sold at random places rather than proper shopping areas. People selling them give out the vibes that can help in distinguishing the authenticity of the product.
10. Where have you purchased Counterfeit products from? And, Are they easily available? -
I purchased them from big malls and small vendors both.
11. Why would you prefer a counterfeit brand over an original? (Benefits)
I prefer it because its readily available and is cheaper than the genuine one. I can save a lot of money and buy two three instead of one. I can also change them more often.
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
Gucci, Prada, Naked Eye shadows.
13. What do you think is the effect of counterfeit brands on genuine brands?
I don't think there is any affect considering the people who have money will buy the genuine brand nevertheless. They would not care whether there is a counterfeit in the market or not.
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?
No effect whatsoever.
15. What measures in your opinion will curb the purchase of counterfeit brands?
Some laws that prohibit counterfeiting and putting up heavy fines when caught can curb counterfeits production.

Interview no. 6

1. Name:
2. Gender: Female
3. Age:
20-25
4. Occupation:
Student
5. Average Income:
Under 15,000
6. Education:
Lower than Bachelor Degree
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
Yes, I have purchased counterfeit products.
8. What counterfeit products have you purchased in the past?
Handbags, sunglasses and clothes are the major counterfeit products that I have purchased.
9. How do you distinguish a counterfeit product from an original?
The quality varies from manufacturer to manufactures and as I have been ordering the products online mainly through Facebook so after you order something from a particular page you can easily see the quality of the products being delivered by them.
10. Where have you purchased Counterfeit products from? And, Are they easily available?

Yes, nowadays they are widely available mainly by ordering through social media i-e Facebook. Moreover, they are widely available from markets as well.

11. Why would you prefer a counterfeit brand over an original? (Benefits)
It is cost-effective. This is the major reason behind purchasing any counterfeit product as we don't have that purchasing power to purchase original brands so the love for the brand is satisfied by buying a replica.
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
In terms of handbags they are Celine, Gucci, Prada and in sunglasses they are Ray ban, Gucci, Prada.
13. What do you think is the effect of counterfeit brands on genuine brands?
Certainly they are missing out on the revenue chunk. But also in my opinion they are establishing their brand name strongly that might help the brand in launching some low-cost products for the consumers who can't afford them.
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?
In a country like Pakistan, where counterfeit products are so widely available and there are no laws protecting the original brands and their brand identity the brand image is certainly affected. As people are more used to buying the replica of the original brand so they won't purchase the original brand.
15. Do you think counterfeit products ruin the uniqueness and exclusivity of a genuine brand?
Yes, it does. As the brand is available now at a much lower price that affects the exclusivity of the genuine brand. Moreover, the original brand purchasers can't be differentiated as the counterfeits developed also have varieties e.g. first hand copy, second hand replica etc.
16. What measures in your opinion will curb the purchase of counterfeit brands?
Entirely depends on the laws that needs to be developed in order to protect the exclusivity of the genuine brands. Their sale should be banned so that the original brand can be protected.

Interview no.7

1. Name:
2. Gender: Male
3. Age:
26-30
4. Occupation:
Business Owner
5. Average Income:
15,000-30,000
6. Education:
Lower than Bachelor Degree
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
Yes, A lot of times.
8. What counterfeit products have you purchased in the past?
Sunglasses and clothes.
9. How do you distinguish a counterfeit product from an original?

From the places they are sold at. Obviously the original products cannot be sold from a local vendor whose shop is not even furnished in a way so as to cater to the product's image.

10. Where have you purchased Counterfeit products from? And, Are they easily available? -
I have purchased them from random shops. I have purchased them from Ghakkar in Saddar and I think they are available everywhere. All the products of Gucci, Prada we get here are fake. But they are commonly available.
11. Why would you prefer a counterfeit brand over an original? (Benefits)
They are easily available. And the best part is when a person like me is wearing them you cannot even tell the difference.
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
Raybans and LV.
13. What do you think is the effect of counterfeit brands on genuine brands?
Well I think there is no effect. People who are brand conscious will buy the real products and not 1 and not fake ones available in the market.
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?
Maybe for the people who have purchased them, quality would not be good so they would think probably the brand does not even offer good quality as well. For those who are brand conscious, this will not affect the image as they will be influenced by the marketing and advertising of the genuine brand and they would have no idea about the fake ones quality or price.
15. What measures in your opinion will curb the purchase of counterfeit brands?
When a product is found to be fake, it should be taken off market and violaters should be heavily fined. Only this way this can end.

Interview no. 8

1. Name: Mubashir
2. Gender: Male
3. Age:
Above 30
4. Occupation:
Employee
5. Average Income:
55,005 above
6. Education:
Above Masters
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
Yes, Many a times.
8. What counterfeit products have you purchased in the past?
Yesterday I purchased a rolex watch for myself.
9. How do you distinguish a counterfeit product from an original?
Its easy. You can look and tell most of the times. There are some spelling mistakes sometimes, if not that then its slightly different from the real picture of the same product. If not that then one can always judge from quality.

10. Where have you purchased Counterfeit products from? And, Are they easily available?-
I think all we get in Pakistan are counterfeits of genuine products. Even if I would have gone to a pure Rolex related shop, I would still get a counterfeit and not an original so I think they are easily available and accessible.
11. Why would you prefer a counterfeit brand over an original? (Benefits)
I prefer it mainly because I can change it anytime. A genuine one I will have to keep with me for life. But fake helps you increase your variety as well and is also more convenient to get here in Pakistan. And when you wear genuine and fake products simultaneously, nobody can tell the difference so that's another plus point in my point of view.
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
Rolex, Mk
13. What do you think is the effect of counterfeit brands on genuine brands?
Well I think one effect can be on the sale of genuine products. When counterfeits which look exactly the same are available why would somebody go and waste money on the original to get the exact same quality.
14. What consequences a counterfeit product have on the brand image/identity of genuine luxury brands?
Well the brand image can only get ruined if a person buys a counterfeit without knowing it's a counterfeit. When a person buys is non-deceptively, in his mind the image of the actual brand should elevate because its so good that even copies are getting made out of it. As far as identity is concerned, fake brands cannot influence the identity of real brands which have spent so much on marketing and ads to create that identity. Their market is different basically.
15. What measures in your opinion will curb the purchase of counterfeit brands?
It can not be curbed. It is everywhere now. People do not even consider it wrong.

Interview no. 9

1. Name: Musa
2. Gender: Male
3. Age:
Above 30
4. Occupation:
Employee
5. Average Income:
30,005-55,000
6. Education:
Above Master Degree
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
Yes
8. What counterfeit products have you purchased in the past?
Clothes.
9. How do you distinguish a counterfeit product from an original?
You can tell by looking at the material, the quality basically.
10. Where have you purchased Counterfeit products from? And, Are they easily available?-

- I have got them from a lot of places here in Islamabad. You even get them here in Centaurus.
11. Why would you prefer a counterfeit brand over an original? (Benefits)
I don't prefer it but I buy it because that's what my pocket allows.
 12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
Tommy Hillfigar and Next.
 13. What do you think is the effect of counterfeit brands on genuine brands?
No effect whatsoever. We buy counterfeits only because they are affordable and within our range. We are not the target market of genuine brands. So the target market is unaffected by counterfeits.
 14. What consequences a counterfeit product have on the brand image/identity of genuine luxury brands?
Again, no effect.
 15. What measures in your opinion will curb the purchase of counterfeit brands?
If they stop getting made only then it can be curbed. Otherwise its impossible.

Interview no. 10

1. Name:
2. Gender: Male
3. Age:
Under 20
4. Occupation:
Student
5. Average Income:
Under 15,000
6. Education:
Lower than Bachelor Degree
7. What do you think counterfeits are?
Copies or fakes of some product.
8. And what do you think we mean by buying non-deceptive counterfeits?
I think it means that you know it's a fake but you still buy it. So its non-deceptive and you are making a conscious decision to buy it.
9. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
Yes. A watch.
10. What counterfeit products have you purchased in the past?
Sunglasses and watches
11. How do you distinguish a counterfeit product from an original?
From the vendor. Genuine luxury brands will not be sold at a very standard type of place.
12. Where have you purchased Counterfeit products from? And, Are they easily available?-
I purchased them from a vendor selling them at a roadside. Yes, they are easily available.
13. Why would you prefer a counterfeit brand over an original? (Benefits)
I can get an original but I haven't come across them over here. So the benefit is that I could purchase it easily. Also, the price advantage.
14. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?

Rayban etc.

15. What do you think is the effect of counterfeit brands on genuine brands?
I don't think there is any affect.
16. What consequences a counterfeit product have on the brand image/identity of genuine luxury brands?
I don't think there will be any affect considering we already know we are buying a fake.
17. What measures in your opinion will curb the purchase of counterfeit brands?
Strict laws and punishment against offenders.

Interview no. 11

1. Name:
2. Gender:
Male
3. Age:
20-25
4. Occupation:
Employee
5. Average Income:
30,005-55,000
6. Education:
Bachelor Degree
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
No i havent purchased any fake product and the chances are less likely that i will because of the quality factor majorly.
8. What counterfeit products have you purchased in the past?
Not a single one.
9. How do you distinguish a counterfeit product from an original?
The quality of the material used plus the standing guarantee of the brand itself. The price itself is an indicator though.
10. Where have you purchased Counterfeit products from? And, Are they easily available? -
I havent.
11. Why would you prefer a counterfeit brand over an original? (Benefits)
i would not prefer.
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
Prada, LV, Audemars Piguet, Levi's, Lee Cooper etc.
13. What do you think is the effect of counterfeit brands on genuine brands?
Effect is that people tend to shift towards fake brands knowing the price would be less and try to attain satisfaction and reinforcement through it but a pet consumer would always prefer the genuine brand over the fake one.
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?
That depends on what your definition of luxury brand is. Primarily, it shouldnt have any effect because a luxury brand is not only a brand rather its a legacy and has developed trust over a time. So

a single fake replica cant affect a true luxury brand developed over a time carrying a history, a phenomenon behind it.

15. Do you think counterfeit products ruin the uniqueness and exclusivity of a genuine brand?
To some extent, they do, since the shape or the look would be 75% same but the experience would be totally different. People using fake brands have to just gain reinforcement and internal satisfaction because their income doesnt permit them to use genuine a class luxury products.
16. What measures in your opinion will curb the purchase of counterfeit brands?
 - Patenting if possible
 - Eliminating/Putting constraints on the industrial zones where it all starts from e.g. China.
 - By developing laws that prevent such development of fake goods.
 - Brands creating awareness between true and fake goods
 - Brands preventing the leakage of critical design information about its products.

Interview no. 12

1. Name:
2. Gender: Male
3. Age:
26-30
4. Occupation:
Employee
5. Average Income:
55,005 above
6. Education:
Master Degree
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
yes
8. What counterfeit products have you purchased in the past?
Wrist watch, sunglasses
9. How do you distinguish a counterfeit product from an original?
Built quality and price
10. Where have you purchased Counterfeit products from? And, Are they easily available? -
Sadar Market, Easily available everywhere
11. Why would you prefer a counterfeit brand over an original? (Benefits)
Mainly because of price
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
Rayban, Tag Heuer
13. What do you think is the effect of counterfeit brands on genuine brands?
I think its not much in terms of profits or sales, because people who buy counterfeit are generally not willing to spend greater amount of money on real products,
It also creates awareness amongst the consumers with low buying power.
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?
Its detrimental to image however it creates awareness of brand in consumers with low buying power

15. Do you think counterfeit products ruin the uniqueness and exclusivity of a genuine brand?
Yes, it does, to an extent
16. What measures in your opinion will curb the purchase of counterfeit brands?
Low price variants can target the customer of counterfeit products, affordable line of products.

Interview no. 13

1. Name:
2. Gender:
Female
3. Age:
26-30
4. Occupation:
Employee
5. Average Income:
15,000-30,000
6. Education:
Master Degree
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
Yes .
8. What counterfeit products have you purchased in the past?
Sun glasses, Perfumery, Clothing
9. How do you distinguish a counterfeit product from an original?
The shop and price is the major distinguishing factor.
10. Where have you purchased Counterfeit products from? And, Are they easily available? -
Yes easily available, from local markets.
11. Why would you prefer a counterfeit brand over an original? (Benefits)
Because of less price and less utility of goods against the original price.
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
Adidas , Gucci
13. What do you think is the effect of counterfeit brands on genuine brands?
Difference in quality may cause the market to shrink.
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?
Negative
15. Do you think counterfeit products ruin the uniqueness and exclusivity of a genuine brand?
Certainly
16. What measures in your opinion will curb the purchase of counterfeit brands?
Proper and extensive advertisement of brand and production of branded products for different customers with different purchasing power.

Interview no. 14

1. Name: Ibrahim

2. Gender:
Male
3. Age:
26-30
4. Occupation:
Employee
5. Average Income:
30,005-55,000
6. Education:
Master Degree
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
Oh yes, I love them
8. What counterfeit products have you purchased in the past?
Shoes
9. How do you distinguish a counterfeit product from an original?
They are less expensive and that's about it.
10. Where have you purchased Counterfeit products from? And, Are they easily available? -
Itwaar bazaar. Yes, they are easily available.
11. Why would you prefer a counterfeit brand over an original? (Benefits)
Price and usage. I am a person who uses products roughly.
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
Cat, Levis, Denim, Raybans etc,
13. What do you think is the effect of counterfeit brands on genuine brands?
It doesn't make much difference. Because the price they carry there is no financial loss to them but I think there is a substantial loss in terms of brand image.
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?
First of all, brands are not just quality centered. They represent a certain class. Availability of counterfeit products goes beyond the class hence making the product readily available and less trendy as example Cat shoes.
15. Do you think counterfeit products ruin the uniqueness and exclusivity of a genuine brand?
Yes, they do. But then again what matters is how different segments of the market perceive the brand to be. For example, CAT shoes are a symbol of durance and high class while counterfeit CAT shoes (Chinese) are available with same design and almost same durability hence damaging the class factor for CAT.
16. What measures in your opinion will curb the purchase of counterfeit brands?
For brands to target different segments based on their requirements for example CAT launching shoes for price sensitive customers. This would enable CAT to tap into the lower market and decrease the sale of counterfeit products.

Interview no. 15

1. Name:
2. Gender:
Male

3. Age:
20-25
4. Occupation:
Student
5. Average Income:
Under 15,000
6. Education:
Bachelor Degree
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
yes
8. What counterfeit products have you purchased in the past?
Fake LV belt
9. How do you distinguish a counterfeit product from an original?
Lower quality
10. Where have you purchased Counterfeit products from? And, Are they easily available?-
jinnah super. And yes they are easily available
11. Why would you prefer a counterfeit brand over an original? (Benefits)
Because they are cheap
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
LV, Gucci, Hermes
13. What do you think is the effect of counterfeit brands on genuine brands?
It ruins their profits, and when there are too many fakes in the market, people would stop buying that brand because whether its real or fake, everyone would think its fake
14. What consequences a counterfeit product have on the brand image of genuine luxury brands? No
one wants a product that everyone has, so the luxury factor is removed.
15. Do you think counterfeit products ruin the uniqueness and exclusivity of a genuine brand?
yes
16. What measures in your opinion will curb the purchase of counterfeit brands?
Close down factories of fake products. Tight regulations and strict laws

Interview no. 16

1. Name:
2. Gender:
Female
3. Age:
Under 20
20-25
26-30
Above 30
4. Occupation:

Employee

5. Average Income:
15,000-30,000
6. Education:
Bachelor Degree
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
Yes
8. What counterfeit products have you purchased in the past?
Watches, Bags, Glasses
9. How do you distinguish a counterfeit product from an original?
Low priced
A little lower in quality if first or 2nd copies are purchased
10. Where have you purchased Counterfeit products from? And, Are they easily available? -
Online Stores
Shops
11. Why would you prefer a counterfeit brand over an original? (Benefits)
Because they are cheap
And they give almost equal satisfaction
Itss hard to tell the difference between the original and copy
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
LV
Michael Kors
Gucci
Ray ban
Prada
13. What do you think is the effect of counterfeit brands on genuine brands?
The brand visibility is increased. People who can't afford also buys the brand's copy, which enhances its visibility. I don't think the sales are affected for the original product as the target audience would still be buying the original product.
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?
Visibility is increased. More people get to know about the brand.
15. Do you think counterfeit products ruin the uniqueness and exclusivity of a genuine brand?
Genuine is genuine. The target audience will only buy the original product. So no, I don't think it ruins the uniqueness and exclusivity. the target audience is different counterfeits
16. What measures in your opinion will curb the purchase of counterfeit brands?
Cannot be curbed. Its too late now.

Interview no. 17

1. Name: Samar
2. Gender:
Male

3. Age:

20-25

4. Occupation:

Student

5. Average Income:

Under 15,000

6. Education:

Master's Degree

7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?

Yes

8. What counterfeit products have you purchased in the past?

Sunglasses

9. How do you distinguish a counterfeit product from an original?

Lower quality

10. Where have you purchased Counterfeit products from? And, Are they easily available?-

They are easily available for sure. I have yet to see an original

11. Why would you prefer a counterfeit brand over an original? (Benefits)

Because they are cheap

12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?

LV, Gucci, levis

13. What do you think is the effect of counterfeit brands on genuine brands?

No effect whatsoever

14. What consequences a counterfeit product have on the brand image of genuine luxury brands? None whatsoever

15. Do you think counterfeit products ruin the uniqueness and exclusivity of a genuine brand?

Definitely ruin uniqueness considering copies are available everywhere.

16. What measures in your opinion will curb the purchase of counterfeit brands?

Close down factories of fake products.

Interview no. 18

1. Name:

2. Gender:

Male

3. Age:

26-29

4. Occupation:

Business owner

5. Average Income:

above 55,000

6. Education:
Master's Degree
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
Yes
8. What counterfeit products have you purchased in the past?
Sunglasses
9. How do you distinguish a counterfeit product from an original?
Quality and durability and price
10. Where have you purchased Counterfeit products from? And, Are they easily available?-
F-10 and yes easily available. Only in this region
11. Why would you prefer a counterfeit brand over an original? (Benefits)
Cheaper
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
Rado, Rolex, Tag heur, Police, Dolce Gabbana, Gucci, chanel
13. What do you think is the effect of counterfeit brands on genuine brands?
No effect. Only the people who don't have purchasing power get it. Target market gets branded products.
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?
No effect if non-deceptive. No visible change.
15. Do you think counterfeit products ruin the uniqueness and exclusivity of a genuine brand?
Definitely ruin uniqueness considering copies are available everywhere.
16. What measures in your opinion will curb the purchase of counterfeit brands?
Why would you want to curb the purchase? Brand should come up with a lesser price product.

Interview no. 19

1. Name:
2. Gender:
Male
3. Age:
26-29
4. Occupation:
Business owner
5. Average Income:
above 55,000
6. Education:
Master's Degree
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
Yes
8. What counterfeit products have you purchased in the past?

Mobile cover

9. How do you distinguish a counterfeit product from an original?
Quality and feel
10. Where have you purchased Counterfeit products from? And, Are they easily available? -
Local mobile shops. yup
11. Why would you prefer a counterfeit brand over an original? (Benefits)
Cheaper
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
Boss, Louis Vuitton, Lacoste, Polo etc
13. What do you think is the effect of counterfeit brands on genuine brands?
Market will get disrupted. Customers will loose.
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?
Particular clients can only buy it.
15. Do you think counterfeit products ruin the uniqueness and exclusivity of a genuine brand?
Yes they do.
16. What measures in your opinion will curb the purchase of counterfeit brands?
Copyrights.

Interview no. 20

1. Name: Mansoor
2. Gender:
Male
3. Age:
Under 20
4. Occupation:
Business Owner
5. Average Income:
30,000-55,000
6. Education:
Master's Degree
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
Yes
8. What counterfeit products have you purchased in the past?
Raybans, Nike etc.
9. How do you distinguish a counterfeit product from an original?
Quality
10. Where have you purchased Counterfeit products from? And, Are they easily available? -
Sometimes you get them imported. Haseeb used to get a1 copies. Yes they are easily available.
11. Why would you prefer a counterfeit brand over an original? (Benefits)

Cost effective

12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
Nike, Raybans etc
13. What do you think is the effect of counterfeit brands on genuine brands?
Reliability gets affected. Original has better quality.
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?
No consequences.
15. Do you think counterfeit products ruin the uniqueness and exclusivity of a genuine brand?
Yes they do.
16. What measures in your opinion will curb the purchase of counterfeit brands?
Original products accessibility is important. No presence in local market. Originals should reduce their cost.

Interview no. 21

1. Name: Wajaht
2. Gender:
Male
3. Age:

20-25

4. Occupation:
Employee
5. Average Income:
15,000-30,000
6. Education:
Bachelor's Degree
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
Yes
8. What counterfeit products have you purchased in the past?
Glasses, clothes, shoes etc
9. How do you distinguish a counterfeit product from an original?
Quality difference
10. Where have you purchased Counterfeit products from? And, Are they easily available?-
From Lahore. Yes, easily available
11. Why would you prefer a counterfeit brand over an original? (Benefits)
Better quality and low price
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
Rayban, Rolex
13. What do you think is the effect of counterfeit brands on genuine brands?
As such nothing.
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?

No consequences.

15. Do you think counterfeit products ruin the uniqueness and exclusivity of a genuine brand?

Yes they do.

16. What measures in your opinion will curb the purchase of counterfeit brands?

Definitely I prefer counterfeits. I would not give such suggestions.

Interview no. 22

1. Name:

2. Gender:

Male

3. Age:

20-25

4. Occupation:

Employee

5. Average Income:

Above 55,000

6. Education:

Master's Degree

7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?

No

8. What counterfeit products have you purchased in the past?

nothing

9. How do you distinguish a counterfeit product from an original?

Cut main different.

10. Where have you purchased Counterfeit products from? And, Are they easily available?-

Yes, they are.

11. Why would you prefer a counterfeit brand over an original? (Benefits)

price

12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?

none

13. What do you think is the effect of counterfeit brands on genuine brands?

Yes on sales.

14. What consequences a counterfeit product have on the brand image of genuine luxury brands?

Some people then think if I can get something at this price and quality, they are charging more from us.

15. Do you think counterfeit products ruin the uniqueness and exclusivity of a genuine brand?

Yes they do.

16. What measures in your opinion will curb the purchase of counterfeit brands?

Genuine brand should try to use such quality which cannot be copied. There should be something unique.

Interview no. 23

1. Name:
2. Gender:
Male
3. Age:
30 above
4. Occupation:
Business Owner
5. Average Income:
Above 55,000
6. Education:
Master's Degree
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
no
8. What counterfeit products have you purchased in the past?
none
9. How do you distinguish a counterfeit product from an original?
Quality
10. Where have you purchased Counterfeit products from? And, Are they easily available? -
Yes, they are.
11. Why would you prefer a counterfeit brand over an original? (Benefits)
i wouldnt
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
Dolce gabbana, ck , levis
13. What do you think is the effect of counterfeit brands on genuine brands?
Counterfeit brands are famous in a particular class. No effect. Genuine buyer will buy only branded.
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?
If it would have been for every class, then it would have made a difference. But if you can cope, no effect. Case in point can be Apple.
15. Do you think counterfeit products ruin the uniqueness and exclusivity of a genuine brand?
Depends and no
16. What measures in your opinion will curb the purchase of counterfeit brands?
No measures can be taken. It's a Market war. Barriers won't help you stop it.

Interview no. 24

1. Name:
2. Gender:
Female
3. Age:
26-30

4. Occupation:
 - Student
 - Housewife
 - Employee**
 - Business Owner
 - Other
5. Average Income:
 - 55,005 above
6. Education:
 - Bachelor's Degree
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
 - I haven't purchased any yet, not inclined to purchase any in future too.
8. What counterfeit products have you purchased in the past?
 - None
9. How do you distinguish a counterfeit product from an original?
 - Counterfeit products are sold at lower prices secondly Un real bargain is the sure thing to identify a fake product.
10. Where have you purchased Counterfeit products from? And, Are they easily available?
 - I haven't purchased any since they are easily available in markets.
11. Why would you prefer a counterfeit brand over an original? (Benefits)
 - Because of its Cost effectiveness
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
 - Tissot, Rayban, Loius Vuitton, Nike, Rolex, Channel, MK
13. What do you think is the effect of counterfeit brands on genuine brands?
 - I believe it leaves a positive impact on the brand as it helps in raising the brand awareness plus it helps the brands to quickening the fashion cycle
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?
 - Counterfeit products negatively impact the consumer perception of the brand, Both the consumer's brand associations and how consumers perceive the quality of luxury brands are affected by counterfeit products.
15. Do you think counterfeit products ruin the uniqueness and exclusivity of a genuine brand?
 - Luxury brands are especially made for a specific social class and not for everybody, which makes the products exclusive to own since counterfeit products made these brands accessible to all which did ruin the aspect of exclusivity
16. What measures in your opinion will curb the purchase of counterfeit brands?
 - Original brands need to register with the social websites, as registration will give them the ability to reserve usernames, which is important to help block others from using their intellectual property rights on social media sites. Secondly proliferation of auction sites has facilitated an exponential increase in the volume of counterfeit sales so the monitoring of internet auction sites is inevitable.

Interview no. 25

1. Name:
2. Gender:

Female:

3. Age:
20-25
4. Occupation:
Student
5. Average Income:
Under 15,000
6. Education:
Lower than Bachelor Degree
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
Yes, I bought few things, In some cases in Pakistan where genuine products are sometimes difficult to find and their original outlet is not in the town or because its sometimes too expensive to buy original.
8. What counterfeit products have you purchased in the past?
Wrist watches and hand bags
9. How do you distinguish a counterfeit product from an original?
Because of its quality and material also finishing of product.
10. Where have you purchased Counterfeit products from? And, Are they easily available?-
Yes they are easily available now a days as online and sometimes in the markets there are different shops who sell counterfeit products.
11. Why would you prefer a counterfeit brand over an original? (Benefits)
Its, only because of its price, no other reason. Affordability is only preference to buy counterfeit products.
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
Perfumes like Channel, Branded Wrist watches like Rado, Guess, Louis Vuitton handbags ,Varsace perfumes, Polo, Dior, Calvin Clie, Sunglasses Rayban, Hugo Boss
13. What do you think is the effect of counterfeit brands on genuine brands?
I dont think there is any effect on genuine brands, there is always a big number of people around the world, who are always willing to buy genuine products, no matter what high price , no chain or brand store, they can still buy online and other ways. Counterfeit is good as some people who can buy stuff
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?
Somehow the original brand owners suffer in some of countries where they have huge number of targeted buyers and with low prices same counterfeit product availability is a big threat to there reputation of there brands image and in financial terms as well. But not everywhere. There is always a two sided pictures of branded and counterfeit.
15. Do you think counterfeit products ruin the uniqueness and exclusivity of a genuine brand?
Yes, very much because there is no exclusivity and also brand owners are getting insecure because of there efforts and hard work to make one product into a brand all goes vain.
16. What measures in your opinion will curb the purchase of counterfeit brands?
The brands should be have some set standards of selling and stamps that make them different whenever they launch new products and new stuff in the market and that will be surprise in some cases they can offer limited edition products with certain logo's and marks on every edition. They

should have some copy rights and also proper legalization of there brands and brand image. And everyone should strictly follow those rules and there should be a penalty if same tag or brand launch same product also number of buyers record should be kept on the time of sales and they can announce after all stock sold announcement about certain numbers and if possible names of buyers. A lot more.

Interview no. 26

1. Name:
2. Gender:
Male
3. Age:
Under 20
4. Occupation:
Student
5. Average Income:
30,000-55,000
6. Education:
Bachelor's Degree
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
yes
8. What counterfeit products have you purchased in the past?
Raybans
9. How do you distinguish a counterfeit product from an original?
Brand Label has significant features and the built in quality.
10. Where have you purchased Counterfeit products from? And, Are they easily available? -
Small local shops
11. Why would you prefer a counterfeit brand over an original? (Benefits)
Price and it resembles a lot with the original
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
Raybans, Rolex
13. What do you think is the effect of counterfeit brands on genuine brands?
Market share is disturbed.
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?
Negative, flawed quality puts a negative image
15. Do you think counterfeit products ruin the uniqueness and exclusivity of a genuine brand?
Depends
16. What measures in your opinion will curb the purchase of counterfeit brands?
Products should be diversified from the genuine brands. Availability should be assured.

Interview no. 28

1. Name:

2. Gender:
Female
3. Age:
Under 20
4. Occupation:
housewife
5. Average Income:
15,000-30,000
6. Education:
Bachelor's Degree
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
yes
8. What counterfeit products have you purchased in the past?
Shoes
9. How do you distinguish a counterfeit product from an original?
Quality and make
10. Where have you purchased Counterfeit products from? And, Are they easily available? -
Small local shops. Yes.
11. Why would you prefer a counterfeit brand over an original? (Benefits)
Low cost
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
Adidas, Nike, Rebok
13. What do you think is the effect of counterfeit brands on genuine brands?
Brand reputation is destroyed
14. What consequences a counterfeit product have on the brand image of genuine luxury brands?
Negative.
15. What measures in your opinion will curb the purchase of counterfeit brands?
Distribution channel should be improved.

Interview no. 29

1. Name:

2. Gender:

Female

3. Age:

30 above

4. Occupation:

Housewife

5. Average Income:

30,000-55,000

6. Education:
Bachelor Degree
7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?
yes
8. What counterfeit products have you purchased in the past?
I have purchased bags
9. How do you distinguish a counterfeit product from an original?
Lower quality and price
10. Where have you purchased Counterfeit products from? And, Are they easily available?-
jinnah super. And yes they are easily available
11. Why would you prefer a counterfeit brand over an original? (Benefits)
Because they are cheap
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
LV, Gucci, Hermes
13. What do you think is the effect of counterfeit brands on genuine brands?
No effect, target markets different.
14. What consequences a counterfeit product have on the brand image of genuine luxury brands? No effect
15. Do you think counterfeit products ruin the uniqueness and exclusivity of a genuine brand?
no
16. What measures in your opinion will curb the purchase of counterfeit brands?
Only if brands come up with low cost products of their own.

Interview no. 30

1. Name:

2. Gender:

Female

3. Age:

30 above

4. Occupation:

Housewife

5. Average Income:

30,000- 55,000

6. Education:

Above Masters

7. Have you ever purchased counterfeit products? If not, how likely are you to purchase counterfeit products?

yes

8. What counterfeit products have you purchased in the past?

Watches and bags

9. How do you distinguish a counterfeit product from an original?
Durability and quality are the main two dimensions that primarily distinguish original ones from counterfeits.
10. Where have you purchased Counterfeit products from? And, Are they easily available? -
I purchased them online and yes they are easily available
11. Why would you prefer a counterfeit brand over an original? (Benefits)
They are cheap relatively
12. What are the top high-end brands that come to your mind when thinking about luxury product counterfeits?
LV, Dior, chanel, rayban, rado, prada
13. What do you think is the effect of counterfeit brands on genuine brands?
Original brands sales trend declines to some extent, as the masses go for counterfeits.
14. What consequences a counterfeit product have on the brand image of genuine luxury brands? Yes to a certain level as the low quality of counterfeits build a negative image among people who have not purchased yet but intend to do so.
15. Do you think counterfeit products ruin the uniqueness and exclusivity of a genuine brand?
Yes they do
16. What measures in your opinion will curb the purchase of counterfeit brands?
Awareness and availability are two important factors.