'Fake Branding': A Study on MBA Student's Perception Towards Counterfeiting Products,

Adarsh Ullas, Soni Vivek

***Abstract**: The Counterfeiting or Fake brands is regarded as one of the historical crime in the Indian history. Accordingly this paper explores how the customer is motivated to purchase fake brands For This, A Data has been collected with a respondent of 100 students who are currently pursuing MBA from Amrita school of Business, Amritapuri. Each respondent have their own point of view which differs through Gender. The test was based on electronic goods, clothing, drinks and cosmetics. Result shows the concern related to health, disappointment, risk and integrity are the most important countervailing factor on behaviour intention towards counterfeits. Gender also has an explanatory force. Counterfeits is also not an explanatory force of any single entity but a shared responsibility. Counterfeits are one of the major factors that are becoming common nowadays in the modern world especially in students.*

Keywords: Fake Branding: Counterfeiting.

I. INTRODUCTION

The use of fake product has become a global challenge and indeed, a major market challenge in the Indian economy especially in the minds of the students because they are available at a cheaper price than the original product. It is estimated that the value of counterfeiting good represent a sizeable and rising percentage in the economy. Fuelled by consumer margin the demand the counterfeit margin is currently increasing. Putting severe burden on the companies to cut down there cost because they are facing an integrating challenge in the economy to safeguard the interest of their product (Hamlin, haduchi-2012). In its entire ramification counterfeiting strikes a huge blow to the most valuable asset of a company at the product level, which is its brand image. A strong brand is a moving target for counterfeiters when it is seen to serve social adjustivity rather than value expressive functions (Vuitton 2015). This means that there are fundamental social motives imperative in understanding consumer responsiveness to counterfeits. It's largely for this reason that the bulk of consumer-level studies emphasize consumer complicity with counterfeits (jcb-2008). There are two types of transaction involved in counterfeiting namely deceptive and non-deceptive. Deceptive counterfeiting occurs when consumer believes that he/she is buying a particular brand of product produced by a particular manufacturer which in fact turns out to be product of some other marketer (Schneider-2018). On deceptive counterfeiting major focus on demand side investigations consumers as willing and active players in counterfeiting which is despite unethical and underpinning.

   Adarsh Ullas, 2nd year student, Department of Management, Amrita Vishwa Vidyapeetham, Kollam, India.
   Prof Soni Vivek, Assistant professor, Department of Management Amrita Vishwa Vidyapeetham, Kollam, India

Researchers at this level remain complex and continue to evolve because of sheer volume, sophistication and increasingly globalisation of the counterfeit product (verma, Kumar, yadav-2018). In this contextual study we have taken the response of 100 students who are currently pursuing there MBA from Amrita school of Business, Amritapuri. This paper provides an overall understanding about the use of counterfeit products in the mind of the students studying which provide an overall receptiveness in the mind-set of the students within the certain age.

II. LITERATURE REVIEW

There has been a significant amount of research into why consumers buy fake brands. Counterfeiting may be done in domestic firms as well as foreign suppliers main counterfeiting happens when there is a well-established framework (Grossman, shapro-1986). Government has to protect the IPR in order to protect the efficiency of the world to reduce the counterfeiting in both northern and southern firms (Chin, Grossman-1988). Brand protection strategies have been adopted to reduce Customers fooling buyers should be reduced with proper government strategies in self enforcement companies which is effective in reducing counterfeiting sales (Qian-2012). Counterfeiting in many industries especially happens in industrial products i.e. a world phenomenon amounting to large amount of counterfeiting in dollars only with a framework to explore an aid to counterfeit with consumer preference (Grossman,Shapiro-1986).this study shows how an significant insight on brand protection and management they used a random field data to study the effect of counterfeit product in the market (Qian,Xie-2011).Important determinants of counterfeit purchases, personal values and sociodemographic factors were investigated Conformity motives. (E.g. buying a specific brand to impress others, to be accepted or integrated in a group) reflect social values sometimes used by consumers whilst buying fashion products (Qian-2013). Counterfeit product and branded products can be determined on the basis of ownership based o CBP and BP groups which are different type of owners (Bian, University of Nottingham -2011).the demand and production of counterfeit has been increasing legally the supply of counterfeiting is being promoted in the market and no of buyers is also increased (Norum, University of Missori-2013).There are different managers who try to reduce the use of counterfeit product in the market aligning the consumer belie of complicity(stumpf-2013). Counterfeiting a major issues for companies individuals and wholesale market because sales of luxury brands being reduce in the market as a result reduction (viot, roux, and kremer-2014).The study aims to investigate the buying behaviour of the customer towards counterfeits products and how they maintain certain purchase intention whole

branded product faces complete and demand (ahmed, shamsi and Hussein -2016)

III. RESEARCH METHODOLOGY

Primary Data	A response from 100 students pursuing MBA from Amrita school of business, Amritapuri
Secondary Data	Articles, Scopus journals, International publication

The final analysis has been made using MS Excel.

IV. RESULTS & DISCUSSION

A. *Figures and Tables*

2 types of information has been collected during the research. The number of users of different type of counterfeit product and from where do they receive these counterfeit products.
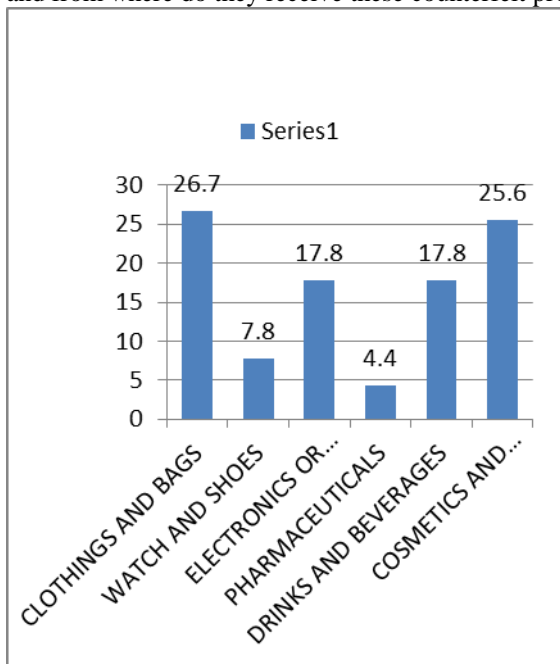

Figure 1: From the diagram we can easily know the categories of people who choose different type of counterfeit products the users of counterfeit product are numerously increasing because of the large consumption. The percentage analysis can easily help us to plot the total no of users in each categories of the no of users of counterfeit product. Majority of people use clothing and bags and less no of people use pharmaceuticals because they care mostly about there health from the following graph
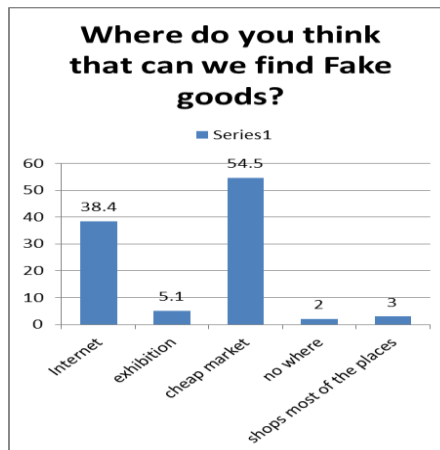

Figure 2: The above both the diagram shows where the counterfeit goods can be taken in which type of shops are they available and how do the customer distinguish it with the customer or its competitors. During the data analysis majority of them find the counterfeit product from the cheap market about 54.5 percentage and from internet through the adds which comes in the YouTube and Facebook and least number f people choose from exhibition from 5.1% the majority of counterfeiting happen in false marketing or black market.

A response from 100 students pursuing MBA from amrita school of business through a questionnaire and plotted using the consumption of counterfeit product

There is about 52% of female you responded to the questionnaire and 48% of male also responded to the questionnaire comparatively the users of counterfeit product are more in female than in male. The No of users for the counterfeit products are more female than in male it because they mainly shop a lot they don't have much interest in brand status or pride therefore users of counterfeit product are more in male

There was a classification of age group in the study from 18-20, 21-22, 23-25, and 26 and above The main users of counterfeit falls in the age group of 21-22 and it's comparatively less in the youngsters of the age 18-20. It was because normally teenagers in the age of 21-22 mostly do not believe in brands and no of users in 26 and above age group is less because they are mostly work experienced people who came to pursue MBA mostly they prefer in branded products and thy normally do not care about the expense whereas users of counterfeit products in the age group of 21-22 cares about the expense so the move towards the counterfeit products. This was pointed out in during the data selection

The users of the counterfeit are more about 93% uses counterfeit products and only 7% does not uses users are very high. It's relatively a high percentage because the emergence of Chinese market has influenced the buyers more to purchase counterfeit product but there are still some people who still believes in branded product From the diagram we can easily know the categories of people who choose different type of counterfeit products the users of counterfeit product are numerously increasing because of the large consumption. The percentage analysis can easily help us to plot the total no of users in each categories of the no of users of counterfeit products. . Majority of people use clothing and bags and less no of people use pharmaceuticals because they care mostly about there health

from the following graph you can see the analytical distribution of both male and female use of counterfeit product. Nowadays there are large distribution of soft drink and beverages which are available at affordable prices than the counterfeit product so most of the consumers shift their buying behaviour to such type of product

The no of users of the counterfeiting products that people frequently uses in fake branding in clothing's and cosmetics and less no of people go for

It is very difficult to find out counterfeiting product in Pharmaceuticals. the original and fake product in the market because there are many Chinese companies nowadays which comes with almost all the features and look of counterfeited product during the analysis when the question was raised almost 75% students answered they are not able to differentiate between counterfeit and original product and only 21% was able to determine the original and counterfeit product what make the customer more determinant to purchase the product whether its quality price etc. what speciality does the the counterfeit product has than the original product The it shows the no of users are not ready to use fake brands basis of their priority in each cases they basically move in to counterfeit product on the basis of price during the data collection 41 percentage o students moved in to counterfeit product because of its price and 47% moves in to counterfeiting because of its quality majority of the students feel that counterfeit product have more quality that the original product this is basically because of the emergence of Chinese market in the economy place and warranty where also other actors majority of them choose counterfeiting because of the quality.

V. IMPLICATIONS

The result from the analysis shows there are some managerial implications Majority of the Consumers always seems to purchase counterfeit products because of their quality and cheaper prices. In terms of relative quality, consumers 'because the consumption of mba student's feale's consumption towards counterfeit products are mores. Some of the managerial implications are as follows:

Communication campaigns should be conducted to make aware the customers about the counterfeit products. Success in consumer education and attitudinal bring out a significant change customer attitude towards the consumers counterfeit or fake product especially when backed by innovative public policy instruments. The fact is that price is a critical factor influencing that a person to purchase the fake product, even though fake product have the same quality there is a differentiate in the mind of customer There should be a certain factor that always influence price differentials between original and counterfeits, thereby increasing the copy protection by simultaneously increasing the cost of producing fakes, remain a very open question. The growing level of technological learning and experts in the economy state that it would render major potential efficiency of this strategy. However, it might make a lot of sense to target students mainly having the perception towards the counterfeit products. Marketing mix strategies sensitively to their operating environments. Some companies are known to have used the product adaptation strategy ie they adapt to any other new product depending on their market environment which

look similar to the original brand. The growing level of technological learning and unlimited effects from government especially in emerging countries would render spurious inclined to buy the original product. Hence, companies should keep design in terms of distinctiveness and less easy to copy especially using low-scale technology) high on their agenda whilst developing new products. Who showed that students with appropriate knowledge (leading to higher sensitivity) of counterfeiting tend to be more inclined to pay more to acquire non-counterfeit goods rather than the fake one. Therefore, public education and consumer enlightenment could be the key in fighting demand for counterfeits.

VI. CONCLUSION

The study was based on the analysis of 100 students pursuing mba in amrita school of business Amritapuri about counterfeit product as a result of my study I can conclude that number of users of counterfeit product are very high in teenagers exept pharmaceuticals they urge for counterfeited product in large ton especially for quality and in terms of price through black market and internet still websites like YouTube and Facebook promote these counterfeit product in the mind of the students.

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VIII.   AUTHORS PROFILE

Adarsh Ullas
2nd year student,
Department of Management,
Amrita Vishwa Vidyapeetham, Kollam, India
adarshullas1995@gmail.com
Adarsh Ullas pursuing Masters in Business Administration, specializing in Finance and Marketing from Amritapuri campus. He has done his Bachelor in Commerce (Computer application)Master in Commerce. His areas of interests are Consumer marketing and banking.

Prof Soni Vivek
Assistant professor
Department of Management
Amrita Vishwa Vidyapeetham, Kollam, India
sonivivek@am.amrita.edu
Qualification: B.Tech (EEE) from Amrita School of Engineering, MBA from Amrita School of Business
Soni vivek is a marketing management enthusiast working with amrita as Assistant professor for more than 6 years and is currently pursuing her PhD