



## IMPACT OF BUYING COUNTERFEIT BRANDS ON THE BRAND IMAGE OF ORIGINAL BRANDS

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## Abstract

### Purpose

This research analyzes the existing information gap in the backgrounds/experiences of buying counterfeit fashion brands in emerging countries like Pakistan.

### Design/methodology/approach

The quantitative research method was used to conduct this research. A self-administered close-ended questionnaire was used as a tool for survey and data collection. The data was collected from customers shopping at Saddar Bazaar Peshawar and Arbab Road Peshawar which are the busiest roads having shops selling both original and counterfeit fashion products.

### Findings

The results indicated that counterfeit buying behavior and the image of original brands have a significant relationship. Furthermore, other variables like Customer's attitude, Social status, and Price have significant inter-relationships with counterfeit buying behavior and original brand image.

### Practical Implications

It can be proposed that despite the significance of brands on buyer's behavior, there is still an existing gap covering the effect of consumer counterfeit buying behavior on the brand image of the original brand. The finding of this research can also be used as evidence in other emerging economies like Pakistan. This study will also be used by, marketers of branded companies to understand the consumer's mind, buying behavior and attitude while buying a counterfeit product.

### Originality/Value

This research study is innovative in this field and it is directed in investigating how personal and brand-related elements, influence the intention to purchase counterfeits and original brands in the developing market of Pakistan.

**Keywords:** Counterfeit; Quantitative Research Method; Counterfeit Buying Behavior; Customer's Attitude; Social Status.

## Research Highlights

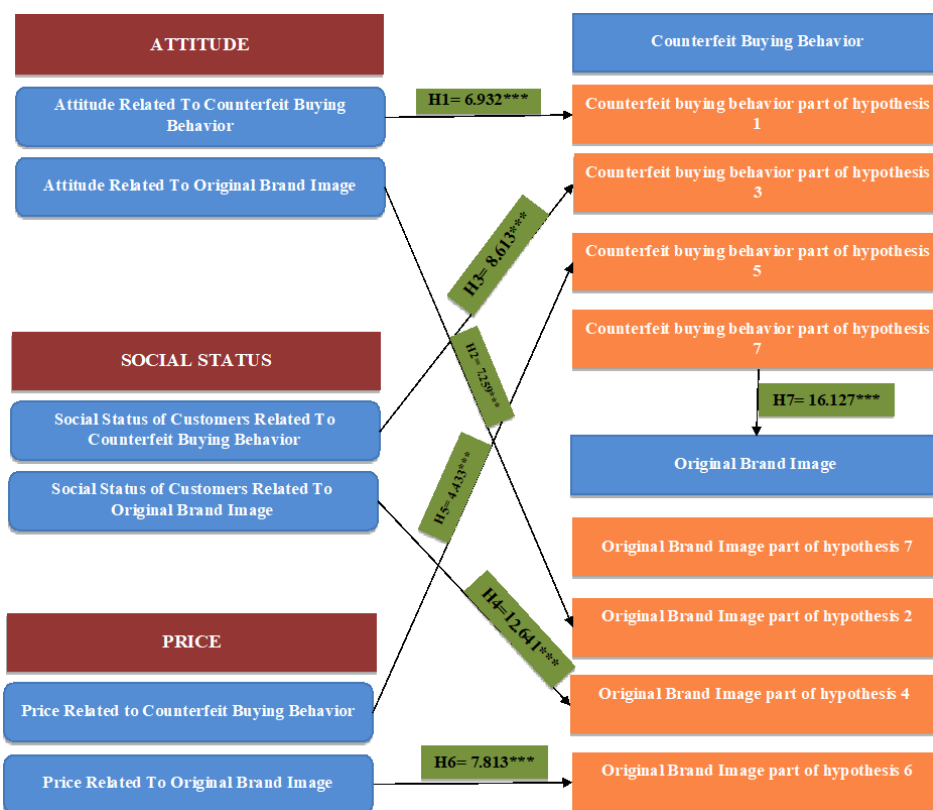
The main objective of this research was to explore and analyze the impact of buying counterfeit products on the brand image of original brands. Further research observations relating to the interrelationships of Customer's attitude, Price and Social status were made with both the independent and the dependent variables. The conclusion to be made is that counterfeit buying behavior and the image of original brands have a significant relationship. Furthermore, other variables like Customer's attitude, Social status, and Price have significant inter-relationships





with counterfeit buying behavior and original brand image. It can be suggested that the impact of the counterfeiting industry can be lowered if large corporations take into consideration educating and initiating awareness programs targeting customers' moral ethics about the adverse effect of purchasing counterfeit on large corporations and the economy of a country. In terms of price and social status, luxury fashion brands can initiate to add more affordable product lines to their portfolio without losing their exclusive luxury brand image with the help of marketing strategies. This research tends to motivate further research insights regarding the study of specific brand-related items affecting the brand image of original brands while also including more personal related items of customers influencing the buying behavior of customers in emerging economies like Pakistan.

### Graphical Abstract



### Research Objectives

Prior researches done on counterfeiting has targeted the supply side of counterfeiting focusing more on the organizations engaged in the process. This research provides further evidence of the researches done on the demand side of counterfeiting. Further by choosing Pakistan that is





a developing country as an area of this research, it provides more exclusivity and uniqueness to the information provided by this research. The finding of this research can also be used as evidence in other emerging economies like Pakistan. This study will also be used by, marketers of branded companies to understand the consumer's mind, buying behavior and attitude while buying a counterfeit product.

## Methodology

A Quantitative research method was used to conduct this research. A self-administered survey analysis was conducted using a close-ended questionnaire for data collection. The data was collected from customers shopping at Saddar Bazaar and Arbab Road in Pakistan, which were the busiest roads having shops selling both counterfeit and original brand's fashion products. SPSS 25.0 statistical software was used to analyze the data. Frequencies, Mean, and regression was used to determine the possible outcomes.

Primary data of the research was collected with the help of using close-ended questionnaires, (Appendix). Consumers Attitude towards buying counterfeits was measured by 4 items (Phau and Teah,2009). Similarly, Consumers Attitude towards Image of Original brands was tested by 8 items (Yoo and Lee, 2009): (Marticotte and Arcand,2016). Items from the research studies of Eastman et al. (1999) and Wilcox et al. (2009) were adapted and modified for analyzing Social status impact on the counterfeit buying behavior and Social status image of the original brand.

A sample of 250 respondents was selected from Peshawar Region. A convenience sampling method was used. Respondents will be selected from the stores selling counterfeit and original brands and by visiting different shops.

## Results

For hypothesis 1, the Adjusted R-square was 0.400, whereas the dependent variable is found to be having a significant relationship ( $p$ -value  $< 0.001$ ) with independent variable C1 Attitude = Attitude Related to Customer Buying Behavior In the case of Hypothesis 2, the Adjusted R-square was 0.214 whereas the dependent variable is found to be having a significant relationship ( $p$ -value  $< 0.001$ ) with independent variables C2 Attitude = Attitude Related to Original Brand Image. Similarly, all the other hypotheses were found to be possessing significant linear relationships as well as a significant correlation between their two variables. Thus, all the Hypothesis were strongly supported. The dependent variables were found to be having a significant relationship ( $p$ -value  $< 0.001$ ) with independent variables.



## Findings

The results indicated that counterfeit buying behavior and the image of original brands have a significant relationship. Furthermore, other variables like Customer's attitude, Social status, and Price have significant inter-relationships with counterfeit buying behavior and original brand image. It can be suggested that the impact of the counterfeiting industry can be lowered if large corporations take into consideration educating and initiating awareness programs targeting customers' moral ethics about the adverse effect of purchasing counterfeit on large corporations and the economy of a country. In terms of price and social status, luxury fashion brands can initiate to add more affordable product lines to their portfolio without losing their exclusive luxury brand image with the help of marketing strategies.

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