A REVIEW OF THE LITERATURE ON
CONSUMER REACTIONS REGARDING COUNTERFEIT ITEMS

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ABSTRACT

The rise of products, in markets has become a major challenge for consumers impacting their decision- making process and raising ethical and economic concerns. This study examines a range of research to understand the factors that influence consumers attitudes, perceptions, and intentions when it comes to purchasing counterfeit items. By analyzing economic aspects this review sheds light on why individuals choose to engage with counterfeit goods. Furthermore, it explores the consequences of consuming products for both individuals and society as a whole. These findings contribute to determining how shoppers act in relation to products providing valuable insights for businesses, policymakers, and researchers in developing effective strategies to reduce the want, for counterfeit goods.

***KEYWORDS**: Counterfeit Goods, Consumer Attitude, Awareness, Subjective Norms.*

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Introduction

Counterfeit products refer to items intentionally designed to resemble goods. In reality they are fake or imitation. These items are typically, sold without the manufacturer or brand owner's permission or knowledge and are often priced lower, than the authentic versions. Examples of goods include clothing, electronics, shoes, cosmetics, pharmaceuticals well as luxury items like handbags and watches. It is important to note that counterfeit goods can pose risks, to consumers as they may fail to conform exactly the same safety or quality requirements as the real thing. The creation and selling of counterfeit goods may also be detrimental to genuine manufacturers and the economy as a whole.

History of Counterfeiting

Since ancient times, there have been counterfeit items on the market. Evidence of this might have been seen in China and Rome. With the onset of industrialization and the increase of mass manufacturing, the issue of counterfeit goods, however, become extensive.

Coin and banknote counterfeiting was a serious issue in the 18th and 19th centuries because it allowed people and governments to be fooled. The adoption of more advanced printing processes and the emergence of central banks were used to solve the issue of fake coins and banknotes.

The 20th century saw the growth of counterfeiting into new industries, including clothes, electronics, and medical products. The expansion of the internet and globalization have made it simpler for counterfeiters to create and market their bogus items, frequently transcends national boundaries.

Today, it is believed that the market for counterfeit goods is approximately hundreds of billions of dollars annually, with fake items being sold in markets all over the world. Governments and companies continue to face significant challenges as a result of the issue. Measures to tackle counterfeiting have focused on strengthening the identification and punishment of counterfeiters as well as alerting customers about the risks of consuming fake goods.

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Objective of Study

To explore a variety of studies in order to understand the elements that affect customers' attitudes, perceptions, and intentions when it comes to buying counterfeit goods.

Research Methodology

A thorough evaluation of the literature is done that include contributions from many management research subfields.

Literature Review

Author	Objective	Methodology	Result
Singh (2019))	Focused to examine customers opinion toward rapidly moving counterfeit	• Study was located in Gwalior. • A descriptive research design was used.	Result indicated that past experience, social influence strongly influenced consumers for buying
	consumer product and to explore the variables that motivate consumer to buy counterfeit product in Gwalior	• The sample for the study was chosen using a random sampling method. • Information obtained from • 100 respondents via a questionnaire. • Following tools were used for data analysis: Multiple regression, ANOVA, SPSS.	counterfeit. Advertisement discouraged use of counterfeit goods. Internal variable influence less than external variable for purchasing of counterfeit goods. At last, it was found that price of good, societal pressure and previous experience had sustainable effect on desire to acquire counterfeit items.
Verma et al. (2018)	Focused to find important psychographic variables which affect purchasing intention of consumers toward counterfeit goods in India	• Delhi NCR was the location of study. • Descriptive research design was used for study purpose. • Purposive sampling method was used for selecting samples. • Data collected from 600 respondents. • A Likert scale with a point system (strongly agree to strongly disagree) was utilized. • Following tools have been used for data analysis: Regression analysis, Reliability, Multiple co-relation coefficient and ANOVA.	Result concluded that awareness about price, novelty seeking, social pressure were the primary psychographic variables that impact consumer's purchasing intention for imitate goods. Further, it was discovered that economic awareness had no impact on consumer purchasing intention for counterfeit goods.
Perumal and Sapidhan (2017)	Focused to examine the association among Malaysian buyer's belief, subjective norms, their behavior regulations and buying intention	• Study was located at shopping malls of Klang Valley. • Study was quantitative in nature. • The sample for the study was chosen using a random sampling method. • Responses acquired through self-administrated questionnaire.	Result indicated that perceived behavior control had non-significant relation with counterfeit purchase of sportswear. Consumers attitude, subjective norms and

	toward counterfeit sportwear.	• Out of 768 only 454 responses were found valid for analysis. • Data analyzed by the use of regression and co-relation method.	buying intention of consumer had significant relation with counterfeit sportwear.
Prakash and Pathak (2017)	Focused on non deceptive counterfeiting when buyers intentionally purchase counterfeit goods.	• Study was located in Kolkata city. • The sample for the study was chosen using a Convenience sampling • Out of 341 only 304 respondents found valid for further analysis. • Structure equation modelling was used to check hypothesis. • Square multiple co-relation, Goodness of fit were used for analysis of data.	Result showed that purchasing intention of consumer was affected by consumer attitude toward counterfeit products. Attitude of consumer affected by product price, product quality and risk associated with product.
Jamil et al. (2017)	Study was carried out to discover critical milestone in consumer's willingness to purchase counterfeit goods.	• Study was located in three cities of Pakistan (Islamabad, Lahore, Faisalabad). • Research was quantitative in nature. • The sample for the study was chosen using Judgmental and convenience sampling • Responses obtained via questionnaire. • Out of total 257 responses found valid for analysis. • Structure equation modelling was used to check hypothesis. For data analysis LISREL 8.80 was utilized.	Result showed that consumers were cognizant toward their beliefs. Further, it was implied that brands had crucial role in determining status.
Linh and Mai (2017)	Focused to examine how historical background effect young consumers desire and their behavior to purchase counterfeit luxurious product in Vietnam	• Study was located in Vietnam. • Data collected with the help of questionnaire. Questionnaire distributed to undergraduate students in Hanoi. • From 350 only 303 responses found valid for study purpose. • Structure equation modelling was used to check hypothesis. • EFA, confirmatory factor analysis, Cronbach's alpha test were used to evaluate data.	Result showed that materialism, subjective norms, and attitude had positive impact on consumers desire to purchase counterfeit, whereas perceived behavior control had negative/indirect impact on buying intention of counterfeit goods. Moreover, buying intention and perceived behavior control were important determinant of buying behavior.
Park-Poaps and Kang (2017)	Aimed to analyzed the impact of company's brand image (low/high), features of product and attitude of	• Study was located at Southern University (U.S.A.). • Snowball sampling was used to select sample fir study. • A (2*2*3) experimental research	Result showed that brand image effect purchasing of non-luxury goods, further a relation found among buying condition and

	consumer on buying of non-luxury counterfeit fashion goods.	design was used. • Data collected from 121 female respondents (age group 18 to 34) with the use of questionnaire. • A Principal component analysis along with varimax rotation was performed on thirteen items of attitude. T- test was used for manipulation check. Hypothesis was tested with the help of ANCOVA. Levene's test for equality of variance was used for analysis.	brand image. The impact of fashion and value trait found significant among handbag, shirt, and shoes.
Zeashan et al. (2015)	Focused to establish and validate a model that indicates the major drivers of consumer attitude with regard to counterfeit goods and assist enterprises to identify variables that effect consumer attitude and develop effective anti-piracy measures.	• Study was located in Bahawalpur, Pakistan. • The sample for the study was chosen using Convenience sampling • Information obtained via questionnaire. • Out of total only 122 responses found valid for analysis. • Following tools were used for data analysis: Co-relation, Multiple regression, Cronbach Alpha, and SPSS 16.0.	Result showed that every time cheap price was not the reason for buying counterfeit, sometime they purchase because other person motivates them to purchase these products. People who had low ethical value showed positive attitude towards counterfeit.
Nguyen and Tran (2013)	Focused to determine variables which effect customer attitude with regards to non-deceptive counterfeit fashion items. And Consumers intention behind	• Study was located in Vietnam. • The sample for the study was chosen using a random sampling method. • Information gathered via questionnaire from employees of stationary company & rubber corporation in HCMC.	Result indicated that social norms and prior experience influence consumers perception toward counterfeit items. On the other hand, Personal gratification, had adverse effect on counterfeit items. Furthermore, personal appearance was positively connected with brand image
	purchasing counterfeit goods.	• From 320 only 300 questionnaires were utilized for analysis. • Structure equation modelling was performed to check hypothesis. Exploratory factor analysis, Reliability test was performed with the help of Cronbach's alpha.	of product. Study also revealed that customer's attitude had strong and favorable connection with consumers desire to buy counterfeit fashion items.

Conclusion

In conclusion, this comprehensive literature review has provided a determining how shoppers act and react towards counterfeit items. The research synthesized a wide range of studies, revealing multifaceted insights into the factors influencing consumers' attitudes, motivations, and purchase intentions in relation to counterfeit products. Key finding suggests that past experience, social influence

strongly influenced consumers for buying counterfeit. Advertisement discouraged use of counterfeit goods. Perceived behavior control has non-significant relation with counterfeit purchase. However, ethical concerns, potential legal consequences act as significant determinant for certain segments of consumers. While some consumers knowingly purchase counterfeit goods due to cost-effectiveness or perceived value, others are inadvertently drawn into the counterfeit market due to the rise of sophisticated counterfeit practices. As the global economy continues to evolve, consumer behavior towards counterfeit goods remains a dynamic area of study, with implications for businesses, policymakers, and society as a whole. By building upon the insights gathered from this literature review, future studies can advance our understanding of this complex phenomenon by building on the knowledge gained from this literature review. This will open the door to more potent management and mitigation techniques for the effects of counterfeit goods on both consumers and the market.

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