USERS ATTITUDE TOWARDS COUNTERFEIT (DUPLICATE) PRODUCTS OVER BRANDED PRODUCTS -AN ANALYTICAL STUDY

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ABSTRACT: *Counterfeits are preferred by most of the youngsters because it gives the user's most attractive looks and users get a special recognition for their outlook through counterfeit products. Counterfeits play an vital role in the current scenario in the life of earning people who have intention to save money. The main objective of the study is to find out the user's preference for counterfeit products. Data was collected through framed questionnaire. Thus the study makes an attempt to examine the user's attitude and buying behaviour towards counterfeit products.*

INTRODUCTION:

Counterfeit goods are fake items deliberately made to look genuine. These can range from clothes, bags, watches, perfume, cosmetics and electrical items as well as pirate DVDs, CDs, computer software and games. Although the crime of counterfeiting is not new, the sale of fake goods is increasing. Counterfeit consumer goods are goods, often of inferior quality, made or sold under another's brand name without the brand owner's authorization. Sellers of such goods may infringe on either the trade mark, patent or copyright of the brand owner by passing off its goods as made by the brand owner.

The term knockoff is often used interchangeably with "counterfeit", although their legal meanings are not identical. A "knockoff" is a colloquial term which describes products that copy or imitate the physical appearance of other products but which do not copy the brand name or logo of a trademark. They may, or may not, be illegal under trademark laws. Such products are considered illegal when they are intended to confuse consumers. A person can be a counterfeiter even if they don't make the products but knowingly sell them to others. Another overlapping term is pirated goods, which generally refers to copying copyrighted products without permission, such as music, movies and software. Exact definitions are determined by the laws of various countries.

OBJECTIVES OF THE STUDY:
1. To study the users attitude towards counterfeit products over branded products.
2. To examine users buying behaviour towards counterfeit products over branded products.

RESEARCH METHODOLOGY:
1. **Area of the Study**- Coimbatore city.
2. **Sources of Information**- Both primary and secondary data were collected.
3. **Sample Size**- 200 respondents.
4. **Sampling Technique-** Purposive sampling technique.
5. **Tools and Techniques-** Percentage analysis and ANOVA.

LITERATURE REVIEW:

Nor AzilaMohd Noor (2017) "Does behavioral intention influence purchase behavior of counterfeit products: A look at Malaysian consumers" defined counterfeit products as identical copies of authentic products and account for atleast five percent of the worlds trade. Counterfeit products have been found to be a serious problem around the world. It is a lame issues from a long time ago that are never resolved. This paper sets out to examine to what extend does behavioral intention influence consumers to purchase counterfeit products. This indicates that consumer intention has high explanatory power to predict consumer behavior of purchasing counterfeit products.

Nawaz Ahmad (2016) "Impact of counterfeit products on consumer buying behavior from Karachi cities" examined the relationship of consumers buying behavior towards counterfeit products with purchase intention. Regression model was used to test the hypothesis postulated and research questions. It was discovered that there is no impact of counterfeit products on consumer buying behavior. The brand market can make better market strategies to attract the consumer to buy the original products and not the counterfeit version.

ANALYSIS AND INTERPRETATION:
1.1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS:

Table 1.1 depicts the demographic profile-wise classification of the respondents by means of simple percentage which was used to convert qualitative information to quantitative data.

TABLE 1.1 DEMOGRAPHIC PROFILE – PERCENTAGE ANALYSIS

DEMOGRAPHIC PROFILE	PARTICULARS	FREQUENCY	PERCENTAGE
Age (In years)	Below 20 years	25	12.5
	Between 21-40	150	75.0
	Above 40	25	12.5
	Total	**200**	**100.0**
Gender	Male	98	49.0
	Female	102	51.0
	Total	**200**	**100.0**
Educational Qualification	High school	24	12.0
	Under-Graduation	89	44.5
	Post-Graduation	87	43.5
	Total	**200**	**100.0**
Marital Status	Married	100	50.0
	Unmarried	100	50.0
	Total	**200**	**100.0**
Occupational Status	Student	39	19.5
	Employee	118	59.0
	Self employed	43	21.5
	Total	**200**	**100.0**
Family Monthly Income (In Rupees)	Below 20,000	4	2.0
	20,001-40,000	116	58.0
	40,001-60,000	62	31.0
	Above 60,000	18	9.0
	Total	**200**	**100.0**

Source: Primary data

INFERENCE:
- It is observed that most of the participants (70.5 per cent) are in the age groups between 21-40 years, which elucidates that huge numbers of counterfeit users are under the age of adult category. The sample represents spread in terms of age profile of the users.
- This survey has a sophisticated percentage of women (51.0 per cent) than men (49.0 per cent) which represents the population of counterfeits users. Also women are more obsessed with counterfeit much more than men.
- Most of the respondents are undergraduate (44.5 per cent). This underlines that users are already knowledgeable in the wide-ranging of using counterfeit products.
- Majority of the respondents of the surveyed samples are both married and unmarried, which shows the users of counterfeit are equalized.
- It is clear that 58.0 per cent of the respondents are earning above Rs.20,000-Rs.40,000 as their family monthly income. This shows that respondents seek their own self-image by means of matching their life style with this counterfeits and are ready to pay for counterfeit products.

1.2 RELATIONSHIP BETWEEN THE DEMOGRAPHIC PROFILE AND THE USER'S ATTITUDE TOWARDS COUNTERFEIT PRODUCTS

Table 1.2depicts the relationship between the demographic profile of the respondents and the user's attitude.

TABLE 1.2 RELATIONSHIP BETWEEN THE DEMOGRAPHIC PROFILE AND THE USER'S ATTITUDE TOWARDS COUNTERFEIT PRODUCTS

Variables	Source	Mean	S.D	T-Value	F-Value	Sig
Age	Below 20 years	2.46	0.272			
	21-40 years	1.23	0.136			
	Above 40 years	1.23	0.136			
	Total	4.92	0.544	-	5.233	.654
Gender	Male	2.01	0.256			
	Female	1.05	0.161	0.654	-	.230
	Total	3.06	0.417			
Educational qualification	High school	1.84	0.311			
	Under-graduation	2.08	0.206			
	Post-graduation	2.09	0.195			
	Total	6.01	0.712	-	9.697	.716
Marital status	Married	1.02	0.187			
	Unmarried	2.03	0.220	0.307	-	.542
	Total	8.05	0.407			
Occupational status	Student	2.03	0.153			
	Employee	2.09	0.203			
	Self employed	1.97	0.355			
	Total	6.09	0.711	-	2.698	.047
Family monthly income	Below Rs.20,000	1.75	0.059			
	Rs.20,001-Rs.40,000	2.04	0.255			
	Rs.40,001-Rs.60,000	2.09	0.182			
	Above Rs.60,000	2.05	0.106			
	Total	7.93	0.602	-	3.140	.026

The mean values of the different age groups vary between 1.23 to 2.46. The highest mean score of 2.46 is found among the respondents who are in the age group of below 20 years. The mean values of term of the study by the respondents of gender may vary between 1.05 to 2.01. The highest mean score of 2.01 is found among the male respondents. The mean values of the term of marital status of the respondents vary between 1.02 to 2.03. The highest mean score is found among the unmarried respondents. The t-test result shows that 3 per cent level of significance with the significant value of .542 there exists no significant association between marital status and attitude of the respondents. The mean values of the education qualification vary between 1.84 to 2.09. The highest mean score of 2.09 is found among the respondents who are in the education level of post graduate. The mean values of occupational status vary between 1.97 to 2.09. The highest mean score of 2.03 is found among the respondents who are in the occupational status of student. The mean values of the family monthly income vary between 1.75 to 2.09. The highest mean scorer of 2.09 is found among the respondents whose income level of Rs.40,001-Rs.60,000.

SUGGESTION
- ➢ Products are not identified as counterfeit as soon as seen by others, so the counterfeits can be purchased and some counterfeit products make good impression when it's been used.
- ➢ Though there is no guarantee is provided for counterfeits it does not seem to be an issue because the product is worth for the money paid and purchase is good for short life span products because of less durability.

CONCLUSION
Counterfeits are used by the consumers for brand comparisons and not for gaining information. Durability, recognition, and inability to understand about counterfeits are the major problems encountered

by the consumers. Online purchase, friends, markets are commonly used for assessing counterfeits. Brand image are considered more consumer friendly when benchmarks regarding the counterfeits provided. Consumers want counterfeits to be a part of their daily lives. Most importantly they need greater knowledge in order to make use of the counterfeits and to integrate this information into their time of purchasing counterfeit products.

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