



**A STUDY ON CONSUMER PERCEPTION TOWARDS COUNTERFEIT GOODS IN MALAPPURAM DISTRICT.**

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**Abstract**

Counterfeit goods are the unauthorized duplicate copies of the original products. which is the imitation of the original brand products.it has a huge demand or consumer base in the present market because many people those who can't afford the original branded products are purchasing this duplicate product for a self-reflection of that they are using branded products. The objective of this is that to understand weather the supply of counterfeit goods has been influencing the brand image and also to understand the level of satisfaction of customers towards the counterfeit goods. For the study we have taken 200 samples from Malappuram district through a structured questionnaire and the data's collected through using google form. The research concluded that the consumers in the Malappuram area are well are of the availability of the counterfeit goods and the study find that consumers are very much addicted to the usage of brand product they are not much influenced the use of such duplicate products.it is highly connected with the personality trait of the consumers that they are highly finding satisfaction through using branded products.

Keyword: counterfeit goods, Personality trait, brand image

**Introduction**

Counterfeit products are the unauthorized products are the duplicate version of the original brand products. Some customers are finding satisfaction from the use of such counterfeit goods that they actually finding from the branded products. These kind of duplicate products



are actually a threat to the brand industry. Many studies are showing that these kind of counterfeit goods are destroying the luxury brand industry day by day. Many international organizations are trying to create the rules and regulations to control the supply of counterfeit goods.

### **Review of literature**

- Consumer Perception and Purchasing Behaviour towards Counterfeit Products- Effect on Original Brand Image -International Journal of Research and Review Vol.7; Issue: 9; September 2020 Research. This article evaluates consumer perceptions and purchasing behavior towards counterfeit products and their impact on the original brand image. The research identifies two main effects of counterfeit goods. It reveals that counterfeit products occupy a grey area for most consumers. Those who can afford branded items typically choose them for their quality. In contrast, many consumers do not mind whether a product is genuine or counterfeit, as long as it offers acceptable quality at a reasonable price. Their satisfaction levels are generally unaffected whether they buy fake or authentic products, since both provide similar satisfaction. On a broader scale, the presence of counterfeit goods and unemployment levels appear largely unrelated. The data suggests that counterfeit products in a specific market have little influence on unemployment rates.

- Effect of counterfeits and fake reviews in markets for credence goods (Yongqin Lei a, Fredrik odegard b, Hubert Pun b 2025) This paper examines a market where an authentic seller and a deceptive counterfeiter sell credence goods with hard-to-evaluate qualities, even after purchase. Customers lack knowledge of each seller's type but have prior beliefs, which can be updated if the product gets an endorsement badge, more likely for highly rated items. In the first stage, both sellers decide how many fake positive reviews to buy. Next, the badge status is revealed. In the second stage, both set prices simultaneously. Then, the platform randomly assigns one as the default seller and the other as an alternate. Customers then arrive to buy.

### **Objectives of the study**



1. To find out the consumer perception towards the counterfeit goods
2. To know the role of gender in the purchasing behaviour.
3. To understand the factors influencing the purchasing decision of the counterfeit goods.

### **Research methodology**

Research design: this research is basically conducted to evaluate the perception of the consumers towards the counterfeit goods. This is a descriptive nature of the study which exclusively analyzing each and every aspects of the perception of the consumer towards the buying patterns regarding the counterfeit goods. This survey method collected the opinion of the comments regarding the counterfeit goods available in the market. The population for the study consisted of the Malappuram district where the data is collected from 400 respondents. Samples are selected by using combining by using cluster and convenient sampling method. Because it is very easy to get data to the researcher from very accurate sources. Structured questionnaire is used to collect data and data is collected through using a google form. After collecting the data are analyzed by using percentage analysis and the hypothesis is tested by using chi-square method. To diagrammatically present the data graphs like bar chart and histogram are used.

### **Analysis and Interpretation**

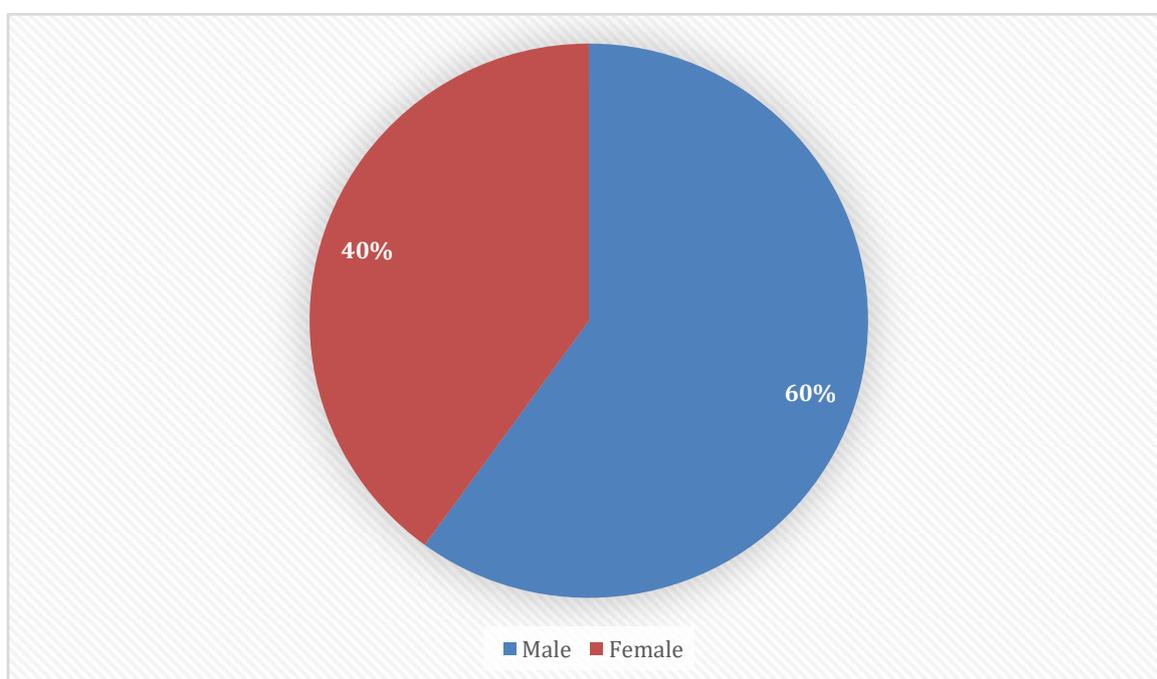
**TABLE 1**

**GENDER WISE CLASSIFICATION**

<b>Gender</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Male	240	60%



Female	160	40%
<b>Total</b>	<b>400</b>	<b>100%</b>



**INTERPRETATION**

The analysis shows that out of 400 respondents, 240 (60%) are male and 160 (40%) are female. This indicates that the majority of participants in the study are male.

**TABLE 2**



**FAVOURITE SHOPPING PLACE OF CUSTOMERS**

Classification	No. of Respondents	Percentage
Regular general stores	176	44%
Street sellers or Hawkers	64	16%
Shopping Malls	72	18%
Original company outlets/Showrooms	56	14%
Wherever desired commodity is available	32	8%
<b>Total</b>	<b>400</b>	<b>100%</b>



**INTERPRETATION**

The analysis indicates that regular general stores are the most preferred shopping place among customers, accounting for the highest share of responses (44%). This suggests that convenience, accessibility, and familiarity strongly influence consumer choice. In contrast, shopping wherever the desired commodity is available represents the lowest preference (8%),

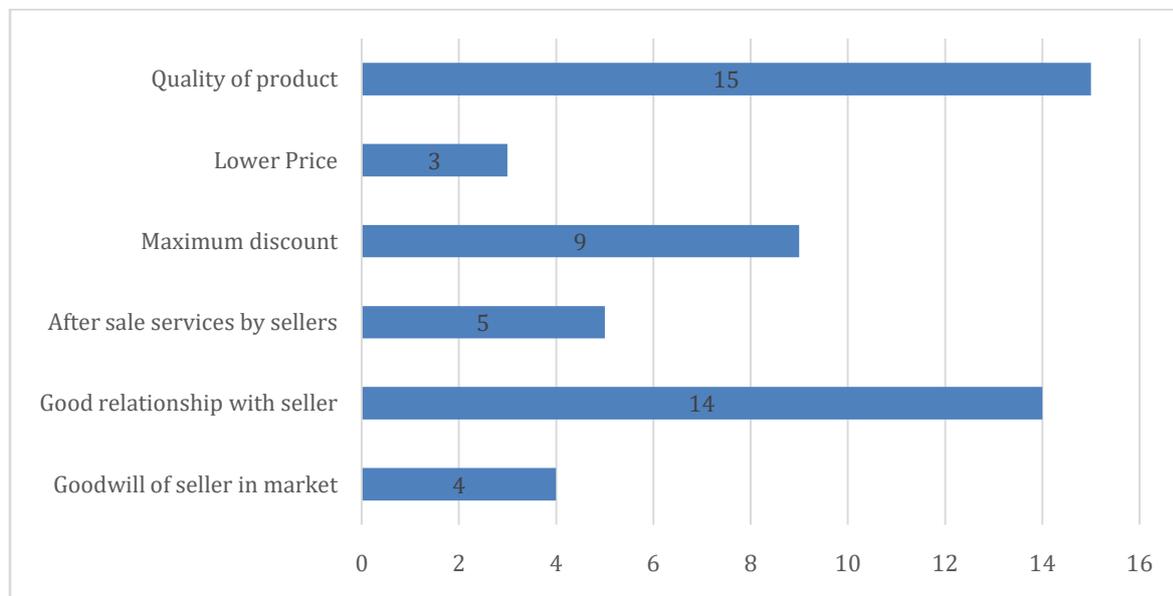


implying that most customers favor fixed and trusted purchasing locations rather than making random or situational buying decisions.

**TABLE 5**

**MOTIVES TO PURCHASE A COMMODITY**

	No. of Respondents	Percentage
Goodwill of seller in market	32	8%
Good relationship with seller	112	28%
After sale services by sellers	40	10%
Maximum discount	72	18%
Lower Price	24	6%
Quality of product	120	30%
<b>Total</b>	<b>400</b>	<b>100%</b>



**INTERPRETATION**

The analysis shows that quality of the product is the most influential motive for purchase, representing the highest proportion of responses (30%). This indicates that customers

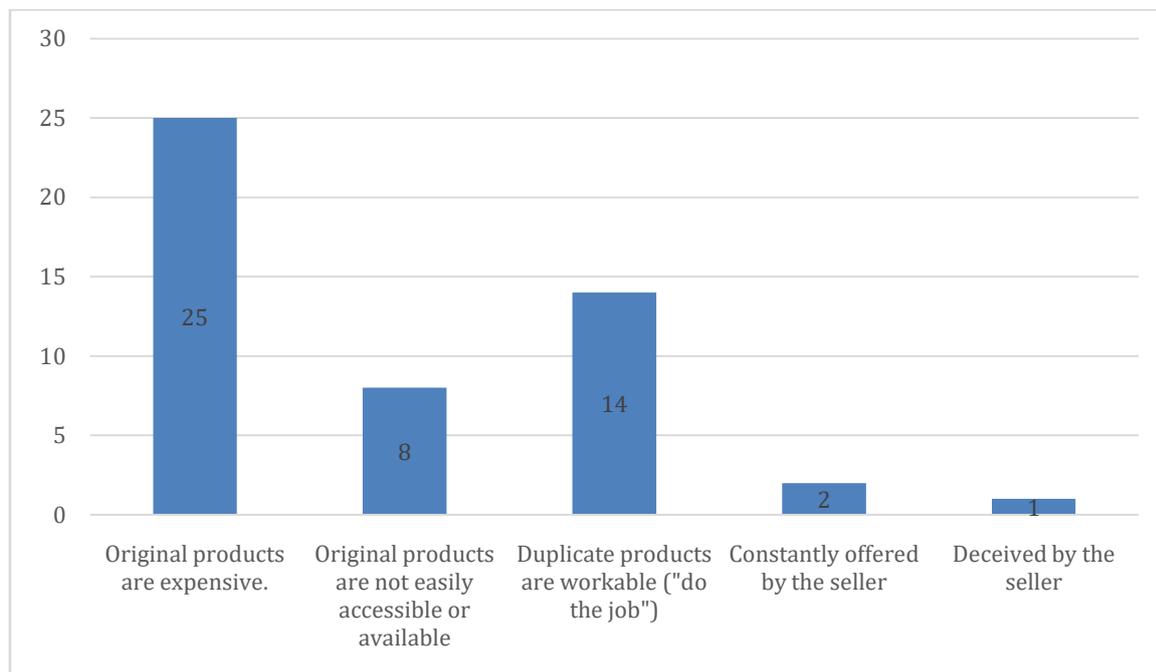


primarily focus on product performance and reliability when making buying decisions. On the other hand, lower price records the lowest share of responses (6%), suggesting that price alone is a less significant factor compared to other considerations.

**TABLE 3**

**REASON FOR BUYING COUNTERFEIT GOODS**

	<b>No. of Respondents</b>	<b>Percentage</b>
Original products are expensive.	200	50%
Original products are not easily accessible or available	64	16%
Duplicate products are workable ("do the job")	112	28%
Constantly offered by the seller	16	4%
Deceived by the seller	8	2%
<b>Total</b>	<b>400</b>	<b>100%</b>



**INTERPRETATION**

The analysis reveals that the primary reason for buying counterfeit goods is that original products are expensive, reported by 25 respondents (50%), representing the highest value. In contrast, being deceived by the seller was cited by only 1 respondent (2%), making it the lowest value. This indicates that price is the dominant factor influencing counterfeit purchases, while accidental purchases due to seller deception are minimal.

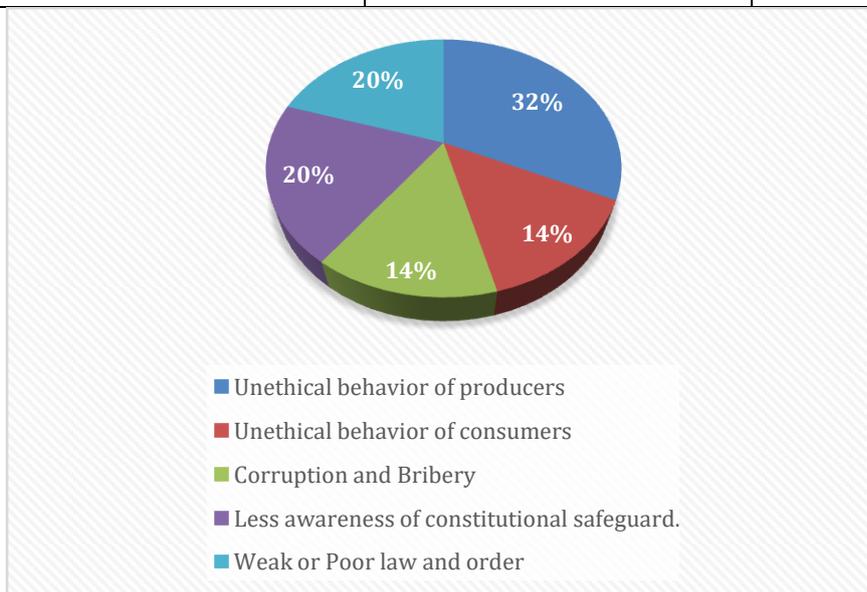
**TABLE 4**

**THE REASON WHY COUNTERFEIT GOODS ARE AVAILABLE IN THE MARKET**

	<b>No. of Respondents</b>	<b>Percentage</b>
Unethical behavior of producers	128	32%



Unethical behavior of consumers	56	14%
Corruption and Bribery	56	14%
Less awareness of constitutional safeguard.	80	20%
Weak or Poor law and order	80	20%
<b>Total</b>	<b>400</b>	<b>100%</b>



### INTERPRETATION

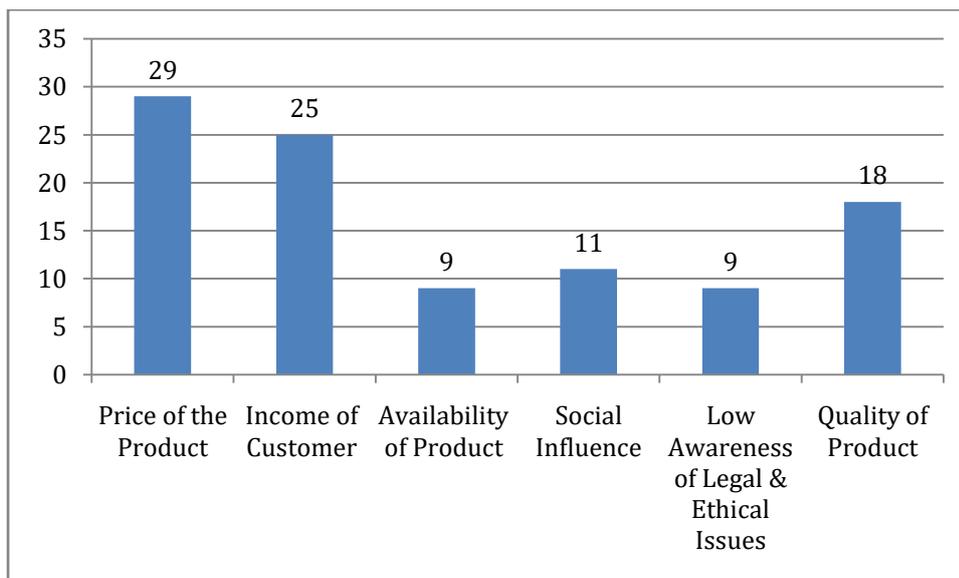
The analysis indicates that the unethical behavior of producers represents the highest value, identified by 16 respondents (32%). The lowest value is shared by both unethical behavior of consumers and corruption and bribery, each reported by 7 respondents (14%). This suggests that respondents primarily attribute the availability of counterfeit goods to producers' practices, while fewer respondents consider consumer behavior and corruption as key reasons.

**TABLE 5**

### **FACTORS INFLUENCING THE PURCHASING DECISION OF THE COUNTERFEIT GOODS**



	No. of Respondents	Percentage
Price of the Product	114	29
Income of Customer	100	25
Availability of Product	36	9
Social Influence	43	11
Low Awareness of Legal & Ethical Issues	36	9
Quality of Product	71	18
Total	400	100



### INTERPRETATION

The diagram shows that price of the product (29) is the most important factor influencing purchase, followed by income of the customer (25) and quality of the product (18). Social influence (11) has a moderate impact on buying decisions. Availability of the product (9) and low awareness of legal and ethical aspects (9) are the least influencing factors.

### Findings



- 60% of the respondents are male and 40% are female, indicating that males constitute the majority of the sample in the study.
- The majority of respondents belong to the 18–25 age group (53%) showing that young adults form the largest segment.
- Regular general stores (44%) are the most preferred shopping place among respondents, indicating that convenience and familiarity influence consumer choice.
- Product quality (30%) is identified as the most important motive for purchase, indicating that customers value performance and reliability
- A majority of respondents (64%) check authentication marks such as trademarks, logos, and manufacturing details before purchasing, while only 4% prefer cheap substitute products.
- Awareness about the risks of counterfeit goods is relatively low, with 56% of respondents unaware of the risks and only 44% reporting that they are aware.
- The main concerns related to counterfeit goods are health and safety risks (30%) and waste of money (30%), while poor quality (18%) is considered a comparatively lesser concern.
- The major reason for purchasing counterfeit goods is the high price of original products (50%), while seller deception (2%) is the least common reason.
- 52% of respondents are not aware of the legal punishment for buying or selling counterfeit goods, while 48% reported that they are aware.
- Unethical behavior of producers (32%) is considered the main reason for the existence of counterfeit goods, while consumer behavior and corruption (14% each) are perceived as less significant causes.
- 56% of respondents believe that gender influences purchasing behavior toward duplicate products, while 44% think gender has no influence.
- 42% of respondents believe that both genders are equally likely to purchase counterfeit goods, while 18% believe that males are more likely to buy them.
- Price of the product is identified as the most influential factors affecting the purchase of counterfeit goods, indicating that economic factors play a major role.



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