

AN ANALYSIS OF CUSTOMERS' MARKET ACCEPTABILITY OF COUNTERFEIT BRANDS

By

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Statement

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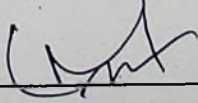
Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	17-11-15	Cubicle	Discussion on Questionnaire	Saira
6	4-12-15	Cubicle	Data log Analysis	Saira
7	17-12-15	Cubicle	Discussion of critical Debate & Recommendations.	Saira

APPROVAL FOR EXAMINATION

Candidate's Name: Saira Lakhani Registration No. 22671
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Abstract

Purpose:Counterfeit is manufacturing the copies of imitation products with the intent to deceive (Mark Turnage, 2013). It is of quite importance to study and understand the factors that have contributed in the development of counterfeit markets with respect to consumer acceptance. The purpose of this study is to analyze the consumers' perspective of counterfeit consumption and reasons that motivate and inspire consumers to purchase counterfeit goods rather than genuine brands.

Methodology: Questionnaire was designed with aim to probe responses from the respondents. Organized series of close-ended questions were asked to keep respondents at ease on the subject and to ensure desirable and valued area of concern are well covered, enabling to gather more and more information from as many respondents as possible.

Findings:The findings showed a significant relationship between desire for luxury, social conformity, price and abundant availability of counterfeits with purchase motivation which may help marketer and genuine brand manufacturer to analyze the factors that lead consumers to switch to counterfeit alternatives rather than purchasing genuine luxury brands.

Keywords: Consumer Intention, Counterfeit Consumption, Desire for Luxury, Social Conformity Factor, Price, Abundant Availability.

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