

BAHRIA UNIVERSITY ISLAMABAD CAMPUS



FINAL THESIS SUBMISSION

TOPIC: Impact of counterfeit and branded products on consumer buying Behavior in the segment of Fashion Industry.

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DATE: 12 DEC 2014

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ABSTRACT

The main purpose of this research is determine the 'impact of counterfeit and branding on consumer buying preferences' in relation to Pakistan context specifically in the segment of Fashion industry. It also involves identifying and determining the various determinants and aspects that help us to understand and identify the main reason which force the consumers to buy counterfeit or branded products. The results and the finding determine us about different determinants that influence the consumer buying decision and buying behavior in the purchase of the products that are either branded or counterfeit. It also involves identifying the consumer in relation to the impact and influence of their social domain and also the media and other driving forces that make up the perception of an individual customer towards the purchase of a particular product. In doing so, it also involves providing detail about the both branded and counterfeit products in Pakistan. Multiple aspects that influence the purchase decision of the consumer in Pakistani market include income level, social circle, and response towards the branded products, quality, self-concept, brand loyalty, ethical dilemma and quality consciousness. While understanding the importance and role of branded products and their influence on consumer buying behavior, I found that brand loyalty, branded product quality, superiority over counterfeit, extra value, durability and reliability along with many other factors were the key driving forces that enforce the consumer towards the purchase of counterfeit. Contrary to this, counterfeit had an equal impact on the consumer buying preferences mainly because of low price and more availability. Moreover, it also enable people from various income group to buy and follow the trends that are new in the market with much less price as compared to branded products. As low price of the counterfeit products allow them to purchase and afford the products in trends which otherwise they won't be able to purchase. While on the other, the lower side of those purchase is low quality and fast deteriorating goods. This research has been undertaken with the help of qualitative research which involves in-depth interviews of the various consumers in the vicinity of Twin cities (Islamabad and Rawalpindi) to study in-depth, in order to identify in-depth that which aspects are the driving factors towards the purchase of counterfeit and branded products.