



The Impact of Counterfeit Product Quality on Brand Loyalty

A Thesis submitted to Department of Management Sciences in partial fulfillment of the requirement for the MBA degree

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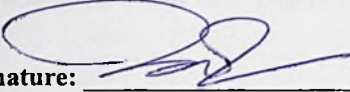
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ABSTRACT

Purpose: The fundamental aim of this study was to evaluate the impact of Genuine product quality remains fundamental to consumer's life as the relations opening point to the brand loyalty.

Methodology/ Sample: This research thesis puts forward the overall impact of genuine product quality of cosmetic industry for the consumer/ brand loyalty. It is the fact that product quality and brand loyalty are associated to brand equity. Sample size 150 customers was used who purchases products from different places. This approach focuses on the sources of genuine product, quality, brand loyalty, image/ perception, recognition and recall on the population sample of those who have experienced counterfeit products in their life. It is very essential to know the need of product quality on high association for all consumers and marketers. To analyze the data, Regression, ANOVA and Correlations tests were applied.

Findings: It is further pertinent to mention that, the purchase of a genuine product and its quality leads to the safety of customer in term of both health and cost, because counterfeit products are not manufactured as per standardized system so they causes to harm for consumers. So to understand the consumer's demand, the genuine product manufacturers should introduce the ways to identify the genuine product and they have to develop strong strategies to care the consumers, and the in response brand loyalty will automatically increased.

Practical Implications: Especially genuine products manufacturers have to focus on their supply chain management process and strengthen the distribution channels to create and increase product quality to build consumer/brand loyalty.

KEYWORDS: COUNTERFEIT, PRODUCT QUALITY, GENUINE PRODUCTS, BRAND, RECOGNITION, RECALL, CONSUMER/ BRAND LOYALTY, BRAND EQUITY, BRAND PERCEPTION, PROMOTION, SUPERSTORES, SUPERMARKET.

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