

May 5th, 2:30 PM - 4:20 PM

Student Colloquium: Purchase of Counterfeit Products

Muhammad Ahmed Anjum

Follow this and additional works at: <https://ir.iba.edu.pk/icm>



Part of the [Marketing Commons](#), and the [Sales and Merchandising Commons](#)

iRepository Citation

Anjum, M. A. (2012). Student Colloquium: Purchase of Counterfeit Products. International Conference on Marketing. Retrieved from <https://ir.iba.edu.pk/icm/2012/day1/13>

This document is brought to you by *iRepository*. For more information, please contact irepository@iba.edu.pk.

Purchase of Counterfeit Products

Muhammad Ahmed Anjum

According to Merriam Webster dictionary word “counterfeit” is defined as “made in imitation of something else with intent to deceive”. So the term counterfeit product refers to a product which is made in imitation of some famous or renowned brand. Therefore a counterfeit product can be great threat to the reputation of original brand as well as for the free market economy. This whole exercise gives rise to unfair market competition and unethical practices to follow. In Relation to that the purpose of this whole study is to investigate the respondent’s perceptions, ethical and personal traits and their understanding about counterfeit products in Karachi. To make this research worthwhile a proper empirical research methodology has been carried out by surveying almost 220 people. Results show that respondents tend to disagree with the notion of counterfeit products; however they still think it’s traditionally and culturally acceptable.

Keywords: Counterfeit, Gray Market Five, Depictive Counterfeit