

A Study on Consumer Perception and Level of Satisfaction on Counterfeit Products Special Reference to Lifestyle Products

Author

Mr.M. Hariharan

II.M.Com(CS)

Department of Corporate Secretaryship

PSG College of Arts & Science

Coimbatore-641014.

e-mail:hariharan111m@gmail.com

Co-Author

Dr.S.Saikrishnan

Associate Professor

Department of Corporate Secretaryship

PSG College of Arts & Science

Coimbatore-641014.

e-mail:saikrishnan_s@psgccas.ac.in

ABSTRACT

This study examines the complex issue of counterfeit lifestyle products, highlighting the need for a comprehensive approach to mitigate its prevalence. The findings suggest that education and awareness campaigns should target a broad audience, regardless of age, to equip consumers with the knowledge and skills to make informed purchasing decisions. The study also reveals significant differences between gender and the likelihood of purchasing counterfeit products, emphasizing the need for tailored strategies that consider demographic nuances. The findings inform the development of effective countermeasures to reduce demand for counterfeit lifestyle products and promote authenticity and intellectual property respect.

Keywords: Counterfeit Lifestyle Products, Consumer Awareness, Education, Demographic Nuances, Intellectual Property Respect, Authenticity.

INTRODUCTION

Consumer satisfaction is a critical aspect of business, as it directly impacts customer loyalty, retention, and ultimately, revenue growth. Consumer satisfaction refers to the extent to which a product or service meets or exceeds a consumer's expectations. It is a measure of how happy or content a consumer is with a purchase. Various factors influence consumer satisfaction, including product quality, price, service quality, and

expectations. Product quality is a significant factor in determining consumer satisfaction. A product that meets its intended purpose and performs as expected is likely to satisfy the consumer. On the other hand, a product that fails to meet expectations can lead to dissatisfaction. Price is another critical factor, as consumers weigh the perceived value of a product or service against its cost. Service quality, including customer support and responsiveness, also plays a vital role in shaping consumer satisfaction. Consumer prediction, also known as consumer forecasting, is the process of predicting consumer behavior, including purchasing decisions and satisfaction levels.

OBJECTIVES

- Examine how consumers perceive unbranded products in terms of quality price and overall value
- Assess the level of satisfaction among consumers who use unbranded products versus those who use branded products
- Determine the key factors that influence consumer decision to choose unbranded products over branded ones

RESEARCH TECHNIQUE

Creating the research project's design involves defining the research problems. Coimbatore City was chosen to gather data. A practical sample technique is used in this investigation. The researcher chose the sample of respondents based on convenience. A variety of data collection techniques are employed for the investigation. Here, two primary categories of data collection techniques are employed. There are two types of data: primary and secondary. This is the initial collection of primary data. A survey using a carefully crafted questionnaire is used to gather primary data for this investigation. Books, journals, and the Internet are the sources of secondary data. A total of 106 samples were gathered from the chosen temples in Tirupur and Coimbatore. A straightforward percentage T-test, Anova, and Chi squared

REVIEW OF LITERATURE

Kumar (2024) examined the concept of consumer perceived value, highlighting its relationship to factors such as price, quality, and brand image. This study provides valuable insights into how consumers evaluate products and services. The researchers found that consumers tend to perceive value as a combination of these factors, and that marketers can influence consumer perceptions by adjusting these factors. For instance, a product with a high price may be perceived as having high quality, while a product with a low price may be perceived as having low quality.

Singh and Sharma (2024) investigated the factors that influence consumer behavior, including demographic characteristics, social influences, and situational factors. Their findings highlight the complexity of consumer decision-making processes. The researchers found that demographic characteristics such as age, income, and education level can influence consumer behavior, as can social influences such as family and friends. Additionally, situational factors such as the retail environment and marketing messages can also impact consumer behavior.

Gupta (2024) conducted a review study on the factors that affect consumer behavior, including psychological, social, and cultural factors.³ This study provides a comprehensive overview of the factors that influence consumer behavior. The researchers found that psychological factors such as motivation, perception, and attitude can influence consumer behavior, as can social factors such as social norms and cultural values. The study highlights the importance of considering these factors in marketing strategies.

Factor	Frequency	Percent
No	26	24.8
Not Sure	10	9.5
Total	105	100.0

(Source: Primary Data)

INTERPRETATION

From the above table we can understand that 65.7% of people believe purchasing Counterfeit products harm the economy and 24.8% of people do not believe purchasing Counterfeit products harm the economy.

State your Level of Awareness on Counterfeit Lifestyle products

Factors	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.224	3	.075	.039	.990
Within Groups	194.309	101	1.924		
Total	194.533	104			

(Source: Primary Data)

INTERPRETATION

From the table, the significance value of the anova test is 0.990, which is greater than 0.05. Since the p-value exceeds the standard significance level of 0.05, we accept the null hypothesis (Ho) and reject the alternative hypothesis (H1).

This implies that there is no significant difference between age group and awareness on Counterfeit Lifestyle products

Chi-Square Tests

Factors	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.720 ^a	9	.464
Likelihood Ratio	11.195	9	.263
Linear-by-Linear Association	.229	1	.632

Chi-Square Tests

Factors	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.720 ^a	9	.464
Likelihood Ratio	11.195	9	.263
Linear-by-Linear Association	.229	1	.632
N of Valid Cases	105		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .76.

(Source: Primary Data)

INTERPRETATION

From the table, the significance value of the chi-square test is 0.464, which is greater than 0.05. Since the p-value exceeds the standard significance level of 0.05, we accept the null hypothesis (Ho) and reject the alternative hypothesis (H1).

This implies that there is no significant difference between age group and how people identify a Counterfeit product.

Group Statistics

Gender	N	Mean	Std. Deviation	Std. Error Mean
Do you think Counterfeit products provide value for money Male	74	3.3649	1.44842	.16838
Female	31	3.3226	1.30095	.23366

(Source: Primary Data)

INTERPRETATION

It is inferred from the above table that the respondents who are Male(3.3649) have high mean score who think Counterfeit products provide value for money and the respondents who are female(3.3226) have low mean score who think Counterfeit products provide value for money.

From the table, the significance value of the T test is 0.228, which is greater than 0.05. Since the p-value exceeds the standard significance level of 0.05, we accept the null hypothesis (Ho) and reject the alternative hypothesis (H1).

This implies that there is no significant difference between gender and the people who think Counterfeit products provide value for money.

FINDINGS OF SIMPLE PERCENTAGE

- The majority of the respondents are from the age group of 21-30 (i.e., 61.9%)
- The majority of the respondents are Male (i.e.,70.5%).
- The majority of the respondents are from Undergraduate(i.e.,41.9%).
- The majority of the respondents earn less than 10,000 (i.e.,41.9%).

FINDINGS OF ANOVA

- This implies that there is no significant difference between age group and awareness on Counterfeit Lifestyle products.
- This implies that there is no significant difference between age group and satisfaction with the quality of Counterfeit lifestyle products .
- This implies that there is no significant difference between age group and how people identify a Counterfeit product.

FINDINGS OF CHI SQUARE

- This implies that there is no significant difference between age group and perception of Counterfeit products.
- This implies that there is no significant difference between age group and primary reason for purchasing Counterfeit Lifestyle products.
- This implies that there is no significant difference between age group and the people who believe purchasing Counterfeit products harm the economy.
- This implies that there is significant difference between gender and the people who purchased a Counterfeit Lifestyle product.
- This implies that there is no significant difference between monthly income and the lifestyle products which purchase as Counterfeits.
- This implies that there is no significant difference between age group and from where people usually buy Counterfeit products.
- This implies that there is significant difference between age group and how the Counterfeit products compared to the original in terms of durability.
- This implies that there is no significant difference between gender and factors influence satisfaction with Counterfeit products.
- This implies that there is no significant difference between Educational Qualification and the people who experienced issues with Counterfeit Lifestyle products.
- This implies that there is no significant difference between gender and the people who recommend Counterfeit Lifestyle products to others.

FINDINGS OF T TEST

- This implies that there is no significant difference between gender and the people who think Counterfeit products provide value for money.
- This implies that there is no significant difference between gender and the price range they prefer for Counterfeit Lifestyle products.

CONCLUSION

The study's findings underscore the complexity of the counterfeit lifestyle products issue, which necessitates a comprehensive approach to mitigate its prevalence. The lack of significant differences between age groups in terms of awareness, satisfaction, and identification of counterfeit products suggests that education and awareness campaigns should target a broad audience, regardless of age. This approach can help to ensure that consumers across different age groups are equipped with the knowledge and skills to make informed purchasing decisions.

Furthermore, the significant differences between gender and the likelihood of purchasing counterfeit products, as well as the perceived durability of such products, highlight the need for tailored strategies that take into account demographic nuances. Ultimately, the study's findings can inform the development of effective countermeasures, such as public awareness campaigns, education programs, and collaborative efforts between stakeholders, to reduce the demand for counterfeit lifestyle products and promote a culture of authenticity and intellectual property respect.

REFERENCES

1. Ratre, T. R., & Sarkar, D. (2024). *The impact of digital currencies on traditional monetary systems*. *Journal of Financial Innovations*, 12(2), 56-69. Retrieved from <https://www.jfininnovations.org/impact-of-digital-currencies>
2. Bhavsar, C. U. (2024). *The rise of digital rupee: India's leap into the future of currency*. *Financial Systems Review*, 8(1), 22-34. Retrieved from <https://www.financialsystemsreview.org/rise-of-digital-rupee>
3. TAMILMANI, S. (2023). THE INFLUENCE OF INTERNATIONAL FMCG TRADEMARKS ON CONSUMER TRUST: A COIMBATORE PERSPECTIVE.
4. Tamilmani, S. Of Corporate Secretaryship, PSG College Of Arts & Science, Coimbatore.
5. Saikrishnan, S., & Tamilmani, S. (2022). A study on the impact of selected macro-economic factors on share price movement of certain vital sectors. *IJAR*, 8(10), 115-118.
6. Tamilmani, S. (2017). A study on consumers satisfaction on Redressal machinery under the consumer protection act 1986 with reference to Coimbatore City. *IJAR*, 3(2), 453-455.
7. [7] TAMILMANI, S. (2023). An Analysis of International FMCG Trademarks and Consumer Rights in Coimbatore City. *Age*, 30(26), 9-6.
8. Tamilmani, S. (2016). A study on consumers awareness on consumer rights with reference to Coimbatore City. *IJAR*, 2(1), 429-431.
9. Tamilmani, S. (2024). Transforming Rural India: MGNREGA as a Catalyst for Social and Economic Change.
10. ADHISH, M., & TAMILMANI, S. (2024). INVESTIGATING THE OBSTACLES AND THE TRIUMPHS FACED BY THE COLLEGE STUDENTS ON PURSUING ENTREPRENEURSHIP.

11. ANWAR, M. A. M., & TAMILMANI, S. (2024). A STUDY ON PERCEPTION AND BUYING BEHAVIOUR OF VARIOUS BRANDED CARS WITH SPECIAL REFERENCES TO COLLEGE STUDENTS IN COIMBATORE CITY.
12. Tamilmani, S., & Jeyalakshmi, S. (2020). Consumer Perception on International FMCG Product: An Investigative Study. *IJAR*, 6(2), 40-44.
13. Saikrishnan, S., Tamilmani, S., & Archana, S. (2025). Climate Resilience and MGNREGA: A Policy.
14. KAMALESH, M. R., & TAMILMANI, S. (2024). A STUDY ON CUSTOMER AWARENESS, PREFERENCE AND SATISFACTION TOWARDS RAPIDO BIKES.
15. Sutar, H., & Tamilmani, S. RESEARCH ON CORPORATE SOCIAL RESPONSIBILITY AND FINANCIAL-MARKETING ANALYSIS BASED ON AI.
16. Tamilmani, S. (2016). A study on consumers awareness on consumer rights with reference to Coimbatore City. *IJAR*, 2(1), 429-431.
17. Kanagaraj, A. R., & Archana, S. ACADEMIC WRITING SKILLS AND PLAGIARISM EMPOWERING DOCTORAL STUDENTS FOR ETHICAL RESEARCH–AN OUTLOOK.
18. Kanagaraj, A. K., Archana, S., & Malathi, K. (2014). A study of employees career planning and development. *Global Journal for Research Analysis*, 3(7), 196-197.