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Reasons And Other Factors Affecting The Purchase Behavior Of Consumers Towards Counterfeit Cosmetics: *A Study Of Punjab Region*

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Abstract:

Many qualitative factors play a vital role in forming the perception of consumer towards buying of counterfeit cosmetics. It is not only the status show off, price affordability, value consciousness, occupational prestige, novelty seeking, abrading behavior, cognitive satisfaction, not only an abundant supply of counterfeits but also the face saving attitude and conspicuous consumption as well. Apart from these factors, some non price determinants also play a vital role in buying behavior of consumer that works as the strongest impulsive drivers while purchasing counterfeit cosmetics. Although, many risks are associated with the use of counterfeit cosmetics products, but still people use duplicates.

Keywords: Counterfeit, cosmetics, purchase, reasons, region

Introduction

The famous cities of India like Delhi and Mumbai lay foundation for the production of counterfeit products and it contributes highly for Intellectual Property Rights Violations. In India, Delhi is the considered to be the biggest marketplace for counterfeit products because around 70 percent of total counterfeit products in India stem from this place. Only metropolitans have not become a piece of cake for the counterfeiters to enter into the market but it has raised its network to every nook and corner even Punjab is also not out of the reach of these counterfeiters. Digitalization provides a flat path to reach a price sensitive community. Various promotional tools also allure the respondents for buying counterfeit cosmetics. Usually, brand preference was

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given to the occasional events where a consumer wanted themselves to be superior to others but the emergence of globalization where every person has become a part of the workforce; status maintenance became the need of the hour. Especially when it comes to a professional society, men and women wants to impress their counterparts and a felling of self recognition and single out also increased the frequency of adopting counterfeiting cosmetics. Widespread growth in business of brands has surfaced the way for beginning of counterfeits. Easy availability and convenience of buying from company showrooms in form of first copy and dupes appeal the consumers to acquire counterfeits at less than normal prices.

Review of Literature:

D. Y. Chacharkar (2013) observed that brands have the universal language and brand name symbolizes the information regarding the features and quality of the product. The concept of branding signifies the quality of that concerned product. Counterfeiting products are copied and duplicate products are manufactured for which the concerned person does not have right to do so. These counterfeit products harm the market value of genuine products and also reduce revenue but with the change in technology there is an improvement in the quality of counterfeit products which reduces their cost of production and also it is not easy to find the difference between a genuine and counterfeit product. Counterfeit products satisfy their desire to own the branded products which was not possible because of their high prices of originals and by buying counterfeiting products they can enjoy branded products.

F. Halfmann-la Roche (2014) analyzed the problem faced by medical industry due to the counterfeiting of medicine. It is a matter of concern for everyone because it is related to people‘s health. There is an organized network of manufacturer and distribution for the production and distribution of counterfeit medicines. It is an organized crime. Profit margin is very high in this field which has become an attraction point the manufacturer and retailers of counterfeit of medicines. Complication in the market is the prime reasons for the leeway of the phenomenon. Required efforts are the need of the hour on legal enforcement and scientific fronts. It is also a responsibility of the Pharmaceutical companies to develop different measures to protect the

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medicines from counterfeiting and focus should be on fast and reliable analysis of the doubtful product.

Jack E. Fincham (2014) discussed about the complication of counterfeit medications on the health of patients is not at all a new topic. According to different studies 10 % of the total prescribed medicines are counterfeit or duplicate. He suggested that government should take some serious actions to identify counterfeit medications and their impact on the health of the patients. Counterfeiting medicine trade has spread its wings over worldwide economies and health of people all over the world. Some earlier researchers have highlighted the injurious effects of counterfeit antibiotics on the health of patients. This is an organized crime which spreads readily. FDA scientists are trying to spot counterfeit items that will help in an early identification of counterfeit items at a very first stage, but all this will be possible with the help of proper co-operation from all concerned departments.

M.C. Cant, J.A. Wild and L.L. Manley (2014) found that from the last many years counterfeiting trade is growing at a good rate all over the world. The main aim of this study is to highlight consumers' behavior towards the purchase of counterfeit luxury branded products of South Africa. It is concluded that South African customers have low demand and liking towards the counterfeit products comparatively. It is found that male respondents are more on spending on counterfeit products than female respondents. The study discussed that the main location for such counterfeit products are flea markets such as China malls and street venders So it is suggested that the concerned authorities should take required action to curb this illegal trade which is silently harming the world economy.

Nilesh Anute, Anand Deshmukh and Amol Khandagale (2015) in their study found that understanding of the consumer behavior is the main factor for the success and growth of any business. Consumers' behavior means understanding of what, why, when and how consumers are buying particular products. People who are dealing in marketing of some products are always keen to analyze and try to understand the pattern of buying behavior and buying decisions to

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have a better understanding of the future trends of the market. As far as Indian cosmetic is concerned people are more concerned about what they are putting on their body.

R. Alamelu, *et al.* (2016) found that India being based on agrarian sector, it is necessary to provide best products to the farmers but the reality is different from expectation. Rural population is being served with sub-standard products, due to development in technologies; people are being exploited by providing counterfeit products. The study aims to identify different factors encouraging the buying of FMCG products in both rural and urban areas and level of their impact has to be checked in this study and the results are as urban consumers are influenced by conviction and appeal but rural consumers are being influenced by conviction and promotions.

Simranjit Singh and Sonia Bajwa (2017) said that counterfeiting is a crime under disguise, and it is not easy to identify but it is harming almost every economy adversely. Counterfeiting products are of low quality than genuine products as well as of low price. They are using the original company's brand name without their permission and defaming their brand name with their poor quality. The main objective to conduct this study was to identify the prominent influential factors which are affecting consumers' buying intentions towards counterfeit products and also to find out connection between these factors and consumers behavior while purchasing counterfeit products. As per the study, cost and status show off are the main culprits which forces consumers towards buying counterfeit products.

Objectives and Aims of the study:

1. To examine the various reasons of purchase of counterfeit cosmetics by consumers.
2. To identify the factors that drive consumers towards purchase of counterfeit cosmetics.

Research Methodology

The sample of the study was based on area stratified multi-stage random sampling technique keeping three socio-cultural regions of the Punjab i.e. Malwa, Majha and Doaba as the first stage. These socio-cultural regions provided the 1st stage of sampling unit, while at the 2nd stage,

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one city from each region was randomly selected from the above list. The sample population included the females of the three selected cities from the age group of 18 to 50 years. The respondents who had purchase experience of both counterfeit as well as original brand cosmetics became the sample of the study. As much as 150 female respondents were selected from each selected district, thus totaling 450 female respondents for the study. Primary data were collected on a specially structured questionnaire through personal interview method. The collected data were analyzed by using suitable statistical techniques. Both simple as well as advance statistical techniques were used. Simple tools like frequencies, percentages, average, etc. and advance statistical techniques like Chi-Square Test were employed to analyze the data.

Results and Discussion

Reason of planning to buy counterfeit cosmetics

Information given in table 1 showed the various reasons of planning to buy counterfeit cosmetics products. There are some voluntary decisions and some involuntary decisions to buy the counterfeit cosmetics brands.

Voluntary Decision

In Malwa region, highest proportion i.e. 36.67 percent took the decision to buy counterfeit cosmetics because these were the substitute of the original, followed by 36.00 percent bought due to the bargaining power of the seller and the lowest proportion i.e. 24.67 percent bought the counterfeit cosmetics brands because of social status.

In Majha region, the highest proportion i.e. 73.33 percent decided to buy the counterfeit cosmetics because of the bargaining power of the seller, followed by 62.67 percent bought the counterfeit cosmetics because these are the substitute of the original. The lowest proportion i.e. 48.67 percent bought because of social status.

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In Doaba region, the highest proportion i.e. 74.67 percent took the decision to buy counterfeit cosmetics because these were the substitute of the original, followed by 66.00 percent bought due to social status and the lowest proportion i.e. 34.00 percent bought the counterfeit cosmetics brands because of the bargaining power of the seller.

Table 1: Reason of planning to buy counterfeit cosmetic products in terms of purchase decision (Multiple responses)

Reasons	Malwa		Majha		Doaba		Z-value		
Voluntary Decision	No.	%age	No.	%age	No.	%age	Ml vs Mj	Ml vs D	Mj vs D
Social Status	37	24.67	73	48.67	99	66.00	4.31**	7.19**	3.04**
Bargaining Power of the Seller	54	36.00	110	73.33	51	34.00	6.49**	0.36	6.83**
Substitute of Original	55	36.67	94	62.67	112	74.67	4.50**	6.62**	2.24*
Involuntary Decision									
Financial Crisis	27	18.00	76	50.67	77	51.33	5.96**	6.07**	0.12
Unavailability of Original Brand	65	43.33	96	64.00	89	59.33	3.59**	2.77**	0.83
Less Knowledge of Brand	58	38.67	89	59.33	84	56.00	3.58**	3.01**	0.58

The results further revealed that while comparing the Malwa and Majha regions, it was found that a significantly higher proportion of respondents in the Majha region took both voluntary and involuntary decisions to buy counterfeit cosmetic products as compared to Malwa region. The fact was confirmed by the respective Z-values.

On comparison of Malwa and Doaba region, it was found that significantly higher proportion of respondents in Doaba region took both voluntary and involuntary decisions to buy

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counterfeit cosmetic products as compared to Malwa region. The fact was confirmed by the respective Z-values of 7.19, 6.62, 6.07, 2.77 and 3.01.

The comparison between Majha and Doaba regions showed that significantly higher proportion of respondent in Doaba region bought counterfeit cosmetic brands due to social status and substitute of original brands, while significantly higher proportion of respondents in Majha region bought counterfeit cosmetic brands due to the bargaining power of the seller. The Z-values of 3.04, 6.83 and 2.24 confirmed the same. On all other dimension, respondents in both the regions were statistically at par.

Involuntary Decision

In Malwa region, highest proportion i.e. 43.33 percent took the decision to buy counterfeit cosmetics because real brands were not available, followed by 38.67 percent bought due to the less knowledge of brands and the lowest proportion i.e. 18.00 percent bought the counterfeit cosmetics brands because of the financial constraints.

In Majha region, the highest proportion i.e. 64.00 percent decided to buy the counterfeit cosmetics because of the unavailability of the real brand, followed by 59.33 percent bought the counterfeit cosmetics because of less knowledge of brands. The lowest proportion i.e. 50.67 percent bought because of the financial crisis.

In Doaba region, the highest proportion i.e. 59.33 percent decided to buy the counterfeit cosmetics because of the unavailability of the real brand, followed by 56.00 percent bought the counterfeit cosmetics because of less knowledge of brands. The lowest proportion i.e. 51.33 percent bought because of the financial crisis.

The results further revealed that while comparing the Malwa and Majha regions, it was found that significantly higher proportion of respondents in Majha region took both voluntary and involuntary decisions to buy counterfeit cosmetic products as compared to Malwa region. The fact was confirmed by the respective Z-values.

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On comparison of Malwa and Doaba region, it was found that significantly higher proportion of respondents in Doaba region took both voluntary and involuntary decisions to buy counterfeit cosmetic products as compared to Malwa region. The fact was confirmed by the respective Z-values. The comparison between Majha and Doaba regions exhibited no significant differences.

Other factors that drive consumers towards buying of counterfeit cosmetics:

Type of counterfeit mostly prefer

As per the information given in Table 2, In Malwa region, the highest proportion i.e. 35.67 percent prefer first copy of the counterfeit cosmetic brands, followed by 33.33 percent bought duplicate and the lowest proportion 32.00 percent bought dupes.

In Majha region, highest proportion i.e. 50.00 percent respondents prefer first copy of the counterfeit cosmetic brands, followed by 25.33 percent bought duplicate and the same proportion i.e. 24.67 percent bought dupes.

Table 2: Distribution of respondents according to the type of counterfeit mostly prefer

Type of Counterfeit	Malwa		Majha		Doaba	
	No.	%age	No.	%age	No.	%age
First Copy	52	35.67	75	50.00	89	59.33
Duplicate	50	33.33	38	25.33	48	32.00
Dupes	48	32.00	37	24.67	13	8.67
chi-square value	31.13**					

In Doaba region the highest proportion i.e. 59.33 percent prefer first copy of the counterfeit cosmetic brands, followed by 32.00 percent bought duplicate and the lowest proportion i.e. 8.67 percent bought dupes.

Chi-square value of 31.13 showed that respondents in all the three regions differ significantly according to the preference of counterfeit cosmetic brands, as significantly higher

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proportion of respondents in Doaba region prefer First copy and the dupes were preferred by significantly higher proportion of respondents in Malwa region,

Availability of counterfeit cosmetics in your area

Table 3 showed the extent of ease at which the counterfeit cosmetics were available in all the three regions i.e. Malwa, Majha and Doaba. In Malwa region, the extent of ease was highest of the order of 52.00 percent (difficult to avail), followed by 22.00 percent (not available) and 20.67 percent (uncertain to avail). The extent of ease was lowest of the order of 5.33 percent (almost easily available). No respondent in the Malwa region reported that counterfeit cosmetics were very easily available in their region.

In Majha region, the extent of ease was highest of the order of 44.00 percent (uncertain to avail), followed by 39.33 percent (difficult to avail) and 12.00 percent (almost easily available). The extent of ease was lowest of the order of 4.67 percent (not available). No respondent in the Majha region reported that counterfeit cosmetics were very easily available in their region.

Table 3: Extent of ease at which counterfeit available in your areas

Extent of Ease	Malwa		Majha		Doaba	
	No.	%age	No.	%age	No.	%age
Very Easily	0	0.00	0	0.00	0	0.00
Almost Easily	8	5.33	18	12.00	2	1.33
Uncertain to avail	31	20.67	66	44.00	22	14.67
Difficult to avail	78	52.00	59	39.33	87	58.00
Not available	33	22.00	7	4.67	39	26.00
Mean	2.09		2.63		1.91	
SD	0.79		0.76		0.67	
Overall	Difficult		Uncertain		Difficult	
F-ratio	25.47**					

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In Doaba region, the extent of ease was highest of the order of 58.00 percent (difficult to avail), followed by 26.00 percent (not available) and 15.00 percent (uncertain to avail). The extent of ease was lowest of the order of 1.33 percent (almost easily available). No respondent in the Majha region reported that counterfeit cosmetics were very easily available in their region.

The mean score worked out to be 2.09 (difficult) in Malwa region, 2.63 (uncertain) in Majha region and 1.91 (difficult) in Doaba region. The analysis further revealed that all the three regions vary significantly on extent of ease. The fact was also confirmed by the F-ratio of 25.47.

Sources of information

Information given in table 4 showed the sources of information about counterfeit cosmetic brands. In Malwa region, the source of information for the highest proportion i.e. 65.33 percent respondents was store display, followed by 54.00 percent TV commercials, 49.33 percent friends/relatives, 22.00 percent family members and 19.33 percent colleagues/co-workers. The sources of information for the counterfeit cosmetics brands for the lowest proportion i.e. 14.67 percent respondents was social site groups, followed by 13.33 percent internet and the same proportion of respondents get information from magazines and company officials respectively.

In Majha region, the sources of information for the highest proportion i.e. 79.33 percent respondents was store display, followed by 44.67 percent TV commercials, 44.00 percent friends/relatives, 40.00 percent internet and 16.00 percent company officials and a same proportion of respondents get information from the family members. The sources of information for the counterfeit cosmetics brands for the lowest proportion i.e. 10.00 percent respondents was social site groups, followed by 13.33 percent get information from magazines and 14.00 percent from colleagues/co-workers.

Table 4: Sources of information about counterfeit cosmetic brands (Multiple Response)

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Sources of Information	Malwa		Majha		Doaba		Z-value		
	No.	%age	No.	%age	No.	%age	Ml vs Mj	Ml vs D	Mj vs D
Family members	33	22.00	24	16.00	61	40.67	1.32	3.49**	4.74**
Friends/relatives	74	49.33	66	44.00	76	50.67	0.93	0.23	1.16
Colleagues/co-workers	29	19.33	21	14.00	33	22.00	1.24	0.57	1.80
Social site groups	22	14.67	15	10.00	9	6.00	1.23	2.47*	1.28
Internet	20	13.33	60	40.00	71	47.33	5.22**	6.41**	1.28
TV commercial	81	54.00	67	44.67	43	28.67	1.62	4.46**	2.88**
Store display	98	65.33	119	79.33	46	30.67	2.71**	6.01**	8.47**
Magazines	19	12.67	20	13.33	74	49.33	0.17	6.87**	6.72**
Company officials	20	13.33	24	16.00	34	22.67	0.65	2.10*	1.46

In Doaba region, the sources of information for the highest proportion i.e. 51.00 percent respondents was friends/relatives; followed by 49.00 percent magazines, 47.00 percent internet, 41.00 percent family members and 31.00 percent store display. The sources of information for the counterfeit cosmetics brands for the lowest proportion i.e. 6.00 percent respondents was social site groups, followed by 22.00 percent get information from colleagues/co-workers, 23.00 percent company official and 29.00 percent TV commercials.

The source of family members was significantly higher in Doaba as compared to that in Malwa and Majha as indicated by the Z-value of 3.49 and 4.74. A significantly higher proportion in Malwa used the social site groups as source of information as compared to that in Majha and Doaba as conveyed by the Z-value of 2.47. A significantly lower proportion in Malwa region used internet as source of information as compared to that in Majha and Doaba region as indicated by the Z-value of 5.22 and 6.41.

A significantly lower proportion in Doaba region used TV commercials as source of information as compared to that in Malwa and Majha region as conveyed by the Z-value of 4.46

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and 2.88. Store display as a source of information was significantly the highest in Majha region, followed by Malwa region and lowest in Doaba region. A significantly higher proportion in Doaba region used magazines as a source of information as compared to that in Malwa and Majha region as indicated by the Z-value of 6.87 and 6.72.

Frequency of Purchasing Counterfeit cosmetic products

A perusal of Table 5 showed the frequency of purchasing counterfeit cosmetic products by the respondents in all the three regions. As per the given information, in Malwa region the highest proportion i.e. 55.33 percent respondents occasionally purchased the counterfeit cosmetic product, followed by 24.67 percent frequently and 20.00 percent rarely purchased the counterfeit cosmetic product. There were no respondents in Malwa region that always purchase the counterfeit cosmetic products.

In Majha region the highest proportion i.e. 62.67 percent respondents occasionally purchased the counterfeit cosmetic product, followed by 18.00 percent rarely purchased the counterfeit cosmetic products. The lowest proportion i.e. 3.33 percent always purchased the counterfeit cosmetic products, followed by 16.00 percent frequently purchased the counterfeit cosmetic product.

Table 5: Frequency of Purchasing Counterfeit cosmetic products by respondents

Frequency	Malwa		Majha		Doaba	
	No.	%age	No.	%age	No.	%age
Always	0	0.00	5	3.33	3	2.00
Frequently	37	24.67	24	16.00	11	7.33
Occasionally	83	55.33	94	62.67	87	58.00
Rare	30	20.00	27	18.00	49	32.67
Mean	2.05		2.03		1.78	
SD	0.67		0.69		0.66	
Overall	Occ.		Occ.		Occ.	

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F-ratio	4.99**

In Doaba region the highest proportion i.e. 58.00 percent respondents occasionally purchased the counterfeit cosmetic product, followed by 32.67 percent rarely purchased the counterfeit cosmetic products. The lowest proportion i.e. 2.00 percent always purchased the counterfeit cosmetic products, followed by 7.33 percent frequently purchased the counterfeit cosmetic product.

The mean score came to be 2.05 (occasionally) in Malwa region, 2.03 (occasionally) in Majha region and 1.78 (occasionally) in Doaba region. The analysis further revealed that all the three regions differ significantly on frequency of using the counterfeit cosmetic products. F-ratio of 4.99 also confirmed the same.

Convenient place to buy counterfeit products

Table 6 contained information regarding the place of convenience to buy the counterfeit cosmetic products in their respective areas. In Malwa region, the most convenient place for the highest proportion i.e. 44.67 percent respondents was company showroom, followed by 44.00 percent Mall showroom, 36.00 percent preferred to purchase from franchisee and 32.67 and 32.00 percent from retailer and market front stalls respectively. The lowest proportion i.e. 2.00 percent purchased from street peddlers, followed by 10.00 percent from sales agents and 20.67 percent from occasional fairs.

In Majha region, the most convenient place for the highest proportion i.e. 62.67 percent respondents was mall showroom, followed by 44.00 percent company showroom, 40.67 percent preferred to purchase from retailers and 36.67 percent from franchisee. The lowest proportion i.e. 2.00 percent purchased from sales agents, followed by 5.33 percent from street peddlers, 14.00 percent from occasional fairs, 36.00 percent from market front stalls.

Table 6: Convenient place to buy counterfeit cosmetic products in their areas (multiple responses)

Place	Malwa	Majha	Doaba	Z-value

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	No.	%age	No.	%age	No.	%age	Ml vs Mj	Ml vs D	Mj vs D
Franchisee	54	36.00	55	36.67	32	21.33	0.12	2.81**	2.93**
Company showroom	67	44.67	66	44.00	78	52.00	0.12	1.27	1.39
Retailer	49	32.67	61	40.67	66	44.00	1.44	2.02*	0.58
Sales agents	15	10.00	3	2.00	15	10.00	2.92**	0.00	2.92**
Mall showroom	66	44.00	94	62.67	81	54.00	3.24**	1.73	1.52
Market front stalls	48	32.00	54	36.00	47	31.33	0.73	0.12	0.86
Occasional fairs	31	20.67	21	14.00	27	18.00	1.53	0.58	0.94
Street peddlers	3	2.00	8	5.33	11	7.33	1.54	2.19*	0.71

In Doaba region, the most convenient place for the highest proportion i.e. 54.00 percent respondents was mall showroom, followed by 52.00 percent company showroom, 44.00 percent preferred to purchase from retailers and 31.33 percent from market front stalls. The lowest proportion i.e. 7.00 percent purchased from street paddlers, followed by 10.00 percent from sales agents, 18.00 percent from occasional fairs, 21.33 percent from franchisee and 31.33 percent from market front stalls.

The analysis revealed that while comparing the Malwa and Majha regions, it was found that convenient place to buy counterfeit cosmetic products for significantly higher proportion of respondents in Malwa region was sales agents as compared to the Majha region (Z-ratio 2.92), whereas in Majha region convenient place to purchase counterfeit cosmetics for significantly higher proportion of respondents was Mall showroom (Z-ratio 3.24). The respondents in both the regions were statistically at par on all other places of convenience.

Comparison between Malwa and Doaba regions showed that most preferred place for significantly higher proportion of respondents in Malwa region as compared to Doaba region was Franchisee. The fact was also confirmed by the Z-value of 2.81. The case was otherwise regarding retailers. There was no significant difference between the Malwa and Doaba regions on all other places of convenience.

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While comparing the Majha and Doaba regions, it was found that convenient place to buy counterfeit cosmetic products for significantly higher proportion of respondents in Majha region was franchisee as compared to the Doaba region (Z-ratio 2.93), whereas in Doaba region convenient place to purchase counterfeit cosmetics for significantly higher proportion of respondents was sales agents (Z-ratio 2.92). The respondents in both the regions were statistically at par on all other places of convenience.

Online most popular website

As per the information given in table7, in Malwa region, Naaptol is considered most popular online website for the highest proportion i.e. 32.00 percent respondents, followed by 18.00 percent considered Snapdeal, 13.33 percent Flipcart and 11.33 percent Home Shop. The lowest proportion i.e. 1.33 percent considered Alibaba.com, the most popular online website, followed by 2.67 percent Jabong, 10.00 percent Myntra and 11.33 percent considered Amazon the most popular online website.

In Majha region Snapdeal is considered most popular online website for the highest proportion i.e. 26.00 percent respondents, followed by 24.00 percent considered Naaptol, 16.00 percent Homeshop-18 and 10.67 percent Amazon. The lowest proportion i.e. 3.33 percent considered Jabong, the most popular online website, followed by 10.00 percent each considered Flipcart and Myntra the most popular website. There was no respondent in Majha region that considered Alibaba.com, the most popular online website.

Table 7: Online website considered most popular for buying counterfeit cosmetic products

Website	Malwa		Majha		Doaba		Z-value		
	No.	%age	No.	%age	No.	%age	Ml vs Mj	Ml vs D	Mj vs D
Amazon	17	11.33	16	10.67	30	20.00	0.18	2.06*	2.24*
Flipcart	20	13.33	15	10.00	12	8.00	0.90	1.50	0.61
Snapdeal	27	18.00	39	26.00	18	12.00	1.67	1.46	3.09**

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Jabong	4	2.67	5	3.33	11	7.33	0.34	1.85	1.54
Naaptol	48	32.00	36	24.00	25	16.67	1.54	3.09**	1.58
Alibaba.com	2	1.33	0	0.00	6	4.00	1.42	1.43	2.47*
Myntra	15	10.00	15	10.00	12	8.00	0.00	0.61	0.61
Homeshop	17	11.33	24	16.00	36	24.00	1.18	2.88**	1.71

In Doaba region Homeshop-18 is considered most popular online website for the highest proportion i.e. 24.00 percent respondents, followed by 20.00 percent considered Amazon, 16.67 percent Naaptol and 12.00 percent Snapdeal. The lowest proportion i.e. 4.00 percent considered Alibaba.com, the most popular online website, followed by 7.33 percent considered Jabong the most popular website and 8.00 percent each considered Flipcart and Myntra, the most popular online website.

While comparing the Malwa and Majha region, it was found that there was no significant difference between the respondents of Malwa and Majha regions on most popular online website. The respective Z-values confirmed the same.

On comparing Malwa and Doaba regions, it was found that Naaptol was considered the most popular online website by significantly higher proportion of respondents in Malwa region while Amazon and Homeshop 18 was considered the most popular website by the significantly higher proportion of respondents in Doaba region. This was also confirmed by the respective Z-value of 3.09, 2.06 and 2.88 respectively.

Comparison between Majha and Doaba regions showed that Snapdeal was considered the most popular online website by significantly higher proportion of respondents in Majha region, whereas Alibaba.com was considered the most popular online website by the significantly higher proportion of respondents in Doaba region. Respective Z-values of 3.09 and 2.47 also confirmed the same. Similarly, Amazon was considered the most popular online website by the significantly higher proportion of respondents in Doaba region as indicated by the Z-value of 2.24.

Promotional tools

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Table 8 contained the information about the promotional tools that allured the respondents most to buy the counterfeit cosmetic products in all the three regions i.e. Malwa, Majha and Doaba.

In Malwa region, the highest proportion i.e. 18.67 percent got allured to buy counterfeit cosmetic products if these are available on half price, followed by 18.00 percent from buy one get one free, 15.33 percent from guaranteed card and 11.33 and 10.67 percent each from exchange policy and free samples. The lowest proportion i.e. 2.00 percent got allured from Exhibitions, followed by 3.33 percent from free gifts, 4.00 percent from cash refund offers, 6.67 percent from discounts and 10.00 percent from free coupons.

In Majha region, the highest proportion i.e. 32.00 percent got allured to buy counterfeit cosmetic products if these are available with guaranteed card, followed by 16.00 percent from exchange policy, 14.67 percent from buy one get one free, 9.33 percent from free coupons and 7.33 percent from discounts and 6.67 percent each from half price and free samples. The lowest proportion i.e. 2.00 percent each got allured from cash refund offers and free gift, followed by 3.33 percent from exhibitions.

Table 8: Promotional tools that allured the respondents most to buy counterfeit cosmetic products

Promotional Tools	Malwa		Majha		Doaba		Z-value		
	No.	%age	No.	%age	No.	%age	Ml vs Mj	Ml vs D	Mj vs D
Buy one get one free	27	18.00	22	14.67	18	12.00	0.78	1.46	0.68
Half price	28	18.67	10	6.67	27	18.00	3.12**	0.15	2.98**
Discount	10	6.67	11	7.33	11	7.33	0.23	0.23	0.00
Guaranteed card	23	15.33	48	32.00	27	18.00	3.40**	0.62	2.80**
Exchange policy	17	11.33	24	16.00	6	4.00	1.18	2.39*	3.46**
Free coupons	15	10.00	14	9.33	20	13.33	0.20	0.90	1.09
Free samples	16	10.67	10	6.67	13	8.67	1.23	0.59	0.65

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Cash refund offers	6	4.00	3	2.00	8	5.33	1.02	0.55	1.54
Exhibitions	3	2.00	5	3.33	14	9.33	0.72	2.75**	2.13*
Free gifts	5	3.33	3	2.00	6	4.00	0.72	0.31	1.02

In Doaba region, the highest proportion i.e. 18.00 percent each got allured to buy counterfeit cosmetic products if these are available at half price and guaranteed card, followed by 13.33 percent from free coupons, 12.00 percent from buy one get one free policy of the company and 9.33 and 8.67 percent each from exhibitions and free samples. The lowest proportion i.e. 4.00 percent each got allured from exchange policy of the company and free gifts, followed by 5.33 percent from cash refund offers, 7.33 percent from discounts.

The analysis further showed that while comparing the Malwa and Majha regions, significantly higher proportion of respondents in Malwa region got allured from half price as shown by the Z-value of 3.12, while significantly higher proportion of respondents got allured from guaranteed card in Majha region. This was also confirmed by the Z-value of 3.40. On all other promotional tools respondents in both the regions were statistically at par.

Comparison between Malwa and Doaba regions showed that significantly higher proportion of respondents in Doaba region got allured from exhibitions as compared to Malwa region. The fact was also confirmed by the Z-value of 2.75. But significantly higher proportion of respondents in Malwa region got allured from exchange policy as compared to Doaba region. The fact was also confirmed by the Z-value of 2.39.

Comparison between Majha and Doaba regions showed that significantly higher proportion of respondents in Doaba region got allured from half price and exhibitions as compared to Majha region. This was also confirmed by the respective Z-values of 2.98 and 2.13. On the other hand, In Majha region got allured from guaranteed card and exchange policy as shown by the Z-value of 2.80 and 3.46 respectively.

Difference between counterfeit and original products

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The identification of difference between counterfeit and original products has been shown in Table 9.

Table 9: Distribution of respondents according to them whether they find any difference or not between counterfeit and original products

Find Difference	Malwa		Majha		Doaba	
	No.	%age	No.	%age	No.	%age
Yes	142	94.67	143	95.33	148	98.67
No	8	5.33	7	4.67	2	1.33
Chi-square value	4.48 (YC)					

As per the information given in table 9, the highest proportion i.e. 94.67 percent, 95.33 percent and 98.67 percent respondents in Malwa, Majha and Doaba regions respectively found the difference between the counterfeit and the original products, whereas the remaining proportions of 5.33 percent, 4.67 percent and 1.33 percent found no difference between the counterfeit and original cosmetic products.

Conclusion:

Overall, it can be concluded that consumer themselves are involved in non-deceptive counterfeit behavior which can be reduced by inculcating the ethical values or by forbidding the use of promotional tools which drives sale of counterfeit products. Stringent measures can be implemented against malls and showroom owners for keeping first copy at the store display. Dubious online sites which make it easily available to the price sensitive buyers need to be gauged by the policy makers.

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