

"A man is
great by
deeds, not by
birth"
-Chanakya

Welcome to IIMK



INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Working Paper

IIMK/WPS/588/MM/2024/01

February 2024

Motivations for Counterfeit Luxury Consumption

Shreyash Sahu ¹

Nivedita Bhanja ²

Anubha Sekhar Sinha ³

©

All rights belong to their respective authors.

Please contact the corresponding authors, if you would like to access the full paper.

¹Student, PGP LSM (First Batch), Indian Institute of Management Kozhikode, IIMK Campus PO, Kunnamangalam, Kozhikode, Kerala 673 570, India.

²Assistant Professor, Marketing Management Area, Indian Institute of Management Kozhikode, IIMK Campus PO, Kunnamangalam, Kozhikode, Kerala 673 570, India; Email - nivedita@iimk.ac.in, Phone Number - 0495-2809660

³Associate Professor, Strategic Management Area, Indian Institute of Management Kozhikode, IIMK Campus PO, Kunnamangalam, Kozhikode, Kerala 673 570, India; Email - anubhashekhar@iimk.ac.in, Phone Number - 0495-2809111

Motivations for Counterfeit Luxury Consumption

Abstract:

Counterfeiting has continued to pose a danger to legitimate businesses across the world with billions lost in revenue, the impact of such unlawful actions on luxury brands' public perception is a point of contention. The purpose of this research is to look at the current counterfeit literature and see how counterfeit theory has evolved through time. Increasing our understanding of the motivations that influence the counterfeit industry's demand and supply. This study also focuses on key theories and perspectives that explain and influence counterfeit consumption.

The study will include a systematic literature review as well as primary data collection in order to identify how the general public understands counterfeit and compare it to definitions found in the literature. The study will also highlight critical findings related to counterfeit consumption, as well as use the data collected and main emerging themes to propose policy recommendations that marketers can use to protect their brands' interests.

Keywords:

Counterfeit consumption, perceived value, motivations, risks, counterfeiting, genuine luxury brands.



भारतीय प्रबंध संस्थान कोषिककोड
Indian Institute Management Kozhikode
Globalizing Indian Thought

Research Office
Indian Institute of Management Kozhikode
IIMK Campus P. O.,
Kozhikode, Kerala, India,
PIN - 673 570
Phone: +91-495-2809237/ 238
Email: research@iimk.ac.in
Web: <https://iimk.ac.in/publications>

