

A Study on Buying Intention of Duplicate Branded Products among Student Groups with Special Reference to Thrissur District

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Abstract

The increasing availability of duplicate branded products has become a significant issue in consumer markets, particularly among student consumers. This study examines the buying intention of duplicate branded products among student groups, with special reference to Thrissur district. The objectives of the study include identifying the factors influencing the purchase of duplicate products, analysing the level of awareness and satisfaction among students, and examining whether gender has any influence on buying intention. The study adopts a descriptive research design and is based on both primary and secondary data. Primary data were collected through a structured questionnaire from a sample of 60 students selected using the convenience sampling method. Secondary data were obtained from books, journals, websites, and related studies. The data were analysed using percentage analysis, graphical representations. The results indicate that low price, easy availability, and brand appeal are the major factors influencing students to purchase duplicate branded products. Friends and media were found to be key sources of influence in purchase decisions. Despite awareness of quality limitations and the negative impact on original brands, students continue to purchase duplicate products due to affordability. The study further reveals that there is no significant gender difference in the buying intention towards duplicate branded products among students.

Keywords: Buying Intention, Duplicate Branded Products, Consumer Behaviour, Student Consumers, Price Sensitivity.

1.Introduction

Branding has a significant impact on consumer preferences and purchase decisions in today's marketing landscape. Branded goods are frequently linked to social standing, quality,

and prestige. However, copy branded products have emerged and grown quickly in the market due to the high cost of original branded products. Although they are offered at far reduced prices, these goods closely resemble the actual brands. Young customers, especially students, who want to acquire branded things but have limited funds, are becoming more and more interested in duplicate branded products. Students are a dynamic consumer demographic that is greatly impacted by media exposure, peer groups, and trends. Students' desire for identical products emphasizes how crucial it is to comprehend their purchasing behavior and intentions. Duplicate branded products have an impact on consumer trust, brand image, and quality perception, making them a social and ethical issue in addition to an economic one. Marketers, brand owners, and legislators can learn a lot by researching students' intentions to purchase identical branded goods. Youngsters of Thrissur district are the subject of this study, which examines their motivation, contentment, and intention to purchase identical branded goods.

2.Statement of the Problem

In this branded age, consumers desire upscale products. They want to buy branded products, but they don't have the money. People decide to buy reproductions as a result. Products that are manufactured to appear authentic but aren't are known as duplicate products. Dealers of such products may violate the trademark, patent, or copyright of the brand owner by passing off their products as being made by the owner. However, since authentic products are pricey and can only be found in branded showrooms, authorized distributors, or shopping centers, the majority of consumers today are satisfied that they can at least purchase knockoffs.

3.Significance of the Study

In addition to leaving a lasting impression on clients, branding is essential since it lets them know what to anticipate from your company. It's a strategy to differentiate what you have to offer that sets you apart from the competition and makes you the better choice. In recent years, counterfeiting has grown to be a major problem for global marketers. It now makes up 5–8% of all international trade, a significant growth in recent years. The study on consumers' intents to buy duplicate branded products will help identify the main factors influencing consumers' decisions to purchase duplicates. The goal of this study is to examine the connections between variables that influence consumers' decisions to buy identical goods.

It is possible to have a better understanding of how societal prestige, low pricing, and reasons for purchasing identical goods affect consumer decision-making.

4.Objectives of the Study

- To study the factors motivating the consumers to buy duplicates.
- To find out the buying intention of duplicate branded products among student groups.
- To know the satisfaction level of the customers on buying the duplicate products.

Hypothesis

H0: There is no gender difference in buying intention of duplicate branded products among student groups.

H1: There is gender difference in buying intention of duplicate branded products among student groups.

5.Review of Literature

Several researchers have examined consumer behaviour towards counterfeit and duplicate branded products.

Koay Kian Yeik (2018) conducted a study on consumers' purchase intention towards counterfeit luxury goods and found that perceived value, risk perception, and neutralization techniques significantly influence buying intention. The study highlighted that consumer justify their purchase behaviour by downplaying ethical concerns.

G. Prakash (2015) analysed the determinants of counterfeit product purchase among young Indian consumers. The study revealed that price consciousness, perceived quality, and social influence are the major factors influencing the purchase of duplicate products. The research emphasized that young consumers are more willing to compromise on quality for affordability.

Mathumita Mukherjee Basu (2015) examined factors influencing consumers' intention to buy counterfeit products and concluded that consumer attitude, perceived value, and brand consciousness play a crucial role in purchase decisions. The study supported the idea that positive attitude towards duplicates increases buying intention.

The reviewed studies provide a strong foundation for the present research and support the relevance of analysing student buying intention towards duplicate branded products.

6. Research Methodology

The present study is descriptive in nature and aims to analyse the buying intention of students towards duplicate branded products.

6.1 Sources of Data

- **Primary Data:** Collected through a structured questionnaire from 60 students from Thrissur District.
- **Secondary Data:** Collected from books, journals, research articles, websites, and previous studies.

6.2 Sampling Design

Convenience sampling method was adopted for selecting the respondents. A sample size of 60 students was chosen for the study.

6.3 Tools for Data Collection

A structured questionnaire consisting of close-ended questions was used to collect primary data.

6.4 Tools for Analysis

The collected data were analysed using percentage analysis, tables, charts, and simple statistical techniques with the help of SPSS.

7. Theoretical Framework

7.1 Concept of Duplicate Branded Products

Duplicate branded products refer to goods that imitate original branded products in terms of brand name, logo, design, packaging, or appearance, but are sold at a lower price without authorization from the original brand owner. These products aim to replicate the perceived value of original brands while remaining affordable to price-sensitive consumers such as students.

7.2 Consumer Buying Intention

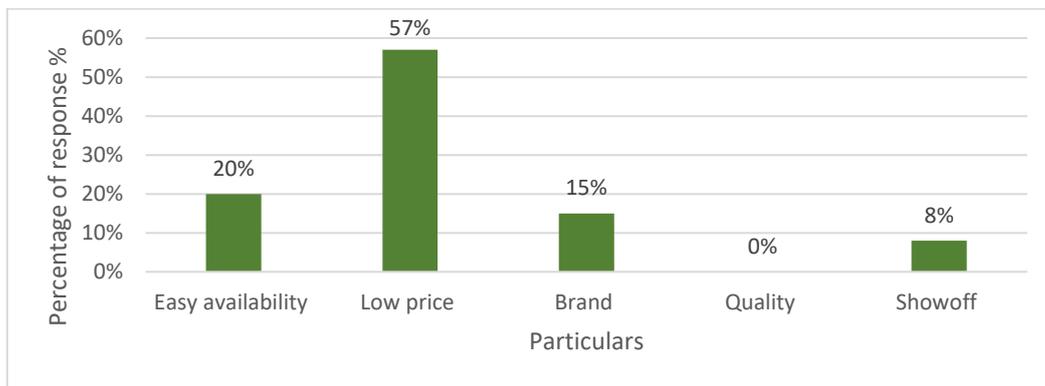
Buying intention refers to a consumer's willingness or readiness to purchase a particular product. In the context of duplicate branded products, buying intention is

influenced by both internal factors (attitude, perception, price sensitivity) and external factors (peer influence, media exposure, availability). A higher buying intention indicates a greater likelihood of actual purchase.

8.Data Analysis and Interpretation

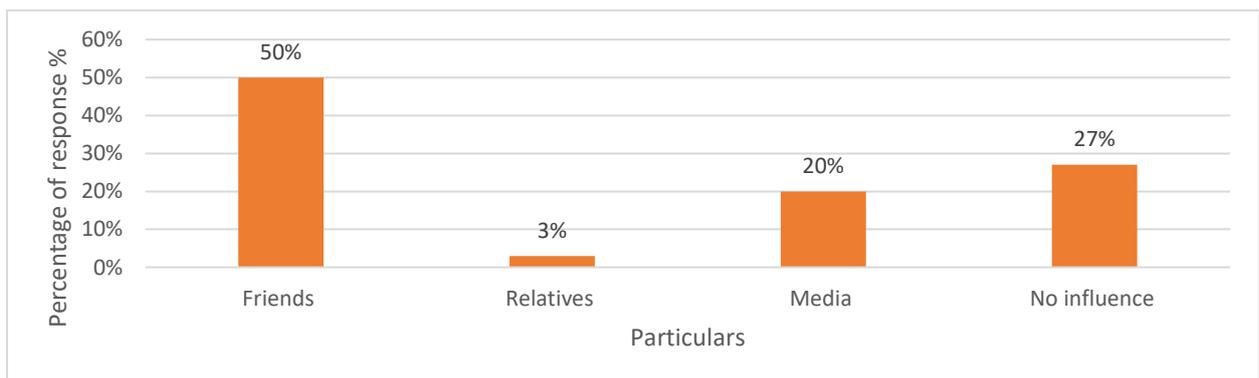
8.1 Reason for Purchase of Duplicate Branded Products

The analysis indicates that low price is the most significant factor motivating students to purchase duplicate branded products. Easy availability and brand appeal also influence purchase decisions. This shows that students prioritise affordability over quality.



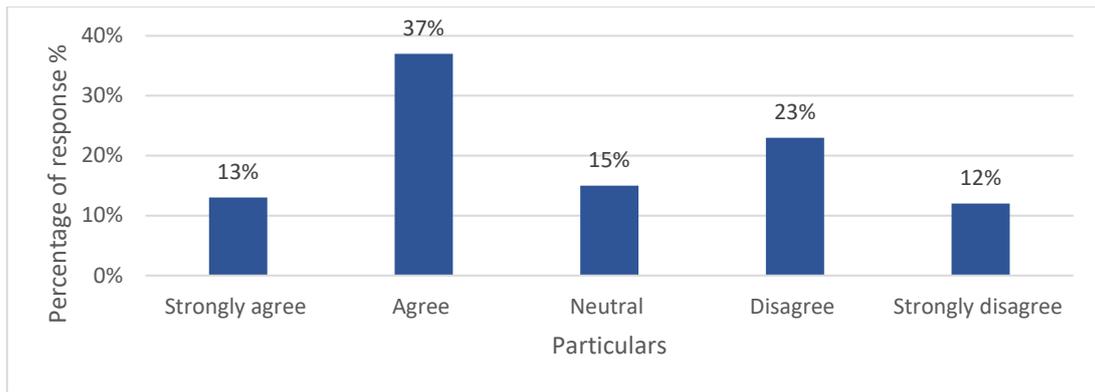
8.2 Factors Influencing to purchase duplicate products

The majority of respondents 50% of the respondents were influenced to purchase duplicates by their friends, 27% of respondents have no influence, 20% was influenced to purchase duplicate products through media and only a 3% by the relatives.



8.3 Satisfaction Level of Students

The study reveals that most students are moderately satisfied with duplicate branded products. Satisfaction is mainly derived from affordability and perceived value for money, despite concerns regarding quality and durability.



Gender difference in buying intention of students towards duplicate branded products

Hypothesis H0: There is no significant difference between male and female students in buying intention of duplicate branded products

Table 4.26

t test for significant difference between male and female students with respect to buying intention of duplicate branded products

Variable 1	Variable 2	F value (t-test)	Sig	H0
Gender (Categorical Variable)	Buying intention (Scale variable)	0.449	0.506	Accepted

Interpretation:

Since p value is greater than 0.05, the null hypothesis is failed to reject at 5 percent level with regard to buying intention of duplicate products. Hence, there is no significant difference between male and female students with regard to buying intention of duplicate products.

9.Findings of the Study

- Most students are aware of duplicate branded products.
- Low price is the primary motivating factor for purchase.
- Friends and media strongly influence buying decisions.
- Students purchase duplicate products mostly on an occasional basis.
- A moderate level of satisfaction exists among student consumers.
- There is no significant gender difference in buying intention.

10.Suggestions

- Awareness programmes should be conducted to educate students about the negative impacts of duplicate branded products.
- Consumers should be encouraged to check product authenticity before purchase.
- Brand owners may adopt affordable pricing strategies to attract student consumers.
- Strict enforcement of intellectual property laws is necessary to control the spread of duplicate products.

Conclusion

The study concludes that duplicate branded products are widely accepted among student consumers due to low price and easy availability. Although students are aware of quality limitations and ethical issues, affordability continues to drive their buying intention. Understanding student buying behaviour is essential for marketers and policymakers to address the challenges posed by duplicate branded products. The study highlights the need for greater awareness and strategic measures to balance consumer needs and brand protection.

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