Customer Perception and Motives Towards Counterfeit Products in Kerala

Thesis submitted to the

UNIVERSITY OF CALICUT

For the award of degree of

DOCTOR OF PHILOSOPHY IN COMMERCE

Under the Faculty of Commerce and Management Studies

By

JILNA JOHN

Under the Supervision of

Prof. (Dr.) BIJU JOHN M. Professor

Department of Commerce

St. Thomas College (Autonomous), Thrissur



Research and PG Department of Commerce St. Thomas College (Autonomous) Thrissur- 680001 August 2023