

APPENDIX

“Customer Perception and Motives Towards Counterfeit Products in Kerala”

Questionnaire

I am Jilna John, doing my Ph. D on the topic “Customer Perception and Motives Towards Counterfeit Products in Kerala”. The questionnaire is to analyze the perception of customers towards counterfeit products which mean identical, fake, or bogus products which come under the purview of trademark infringement and to evaluate the motives behind attitude formation and purchase intentions regarding the same. I request you to kindly fill in the following questions as per your opinion without the influence of any other parameters. This study is strictly for educational purposes, and your responses will be kept highly confidential.

Jilna John

Part A

Demographic Profile: Please tick the appropriate boxes

1. Gender:

Sl. No	Gender	Put tick mark
1	Male	
2	Female	
3	Others	

2. Age:

Sl. No	Age	Put tick mark
1	< 25	
2	26-35	
3	> 36	

3. Specify your annual income (in rupees):

Sl. No	Income	Put tick mark
1	< 2,00,000	
2	2,00,000-4,00,000	
3	4,00,000-6,00,000	

4	6,00,000-8,00,000	
5	>8,00,000	

4. Mention your educational qualification:

Sl. No	Educational Qualification	Put tick mark
1	HSE	
2	Graduation	
3	Post Graduation	
4	Others	

Part B

Details on Counterfeit Consumption: Please tick the appropriate boxes

1. Do you think you would be able to distinguish a counterfeit product from the original?

- Yes
 No

2. Which of the following popular counterfeit product categories you would most likely consider to make a purchase?

- Automobile Components
 Electronic Devices and Equipment
 Clothing and Accessories
 Others: _____ (Specify)

3. In your opinion, how easily available are counterfeit products in your location?

- Easily available
 Available
 Not much available
 Difficult to get
 Not available

Part C

Customer Perception and Motives Towards Counterfeit Products

Please read each question carefully and indicate your response by selecting the most appropriate choice as per the hints given below:

Sl. No.	Statements	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
	Price Consciousness (PRC)					
PRC1	I usually purchase the least expensive products.					
PRC2	I often find myself checking prices.					
PRC3	I am always attracted towards low price products.					
PRC4	The low price of counterfeit products are appealing to me.					
PRC5	I buy counterfeit products because the prices of genuine brands are unfair.					
	Price-Quality Inference (PQI)					
PQI1	The old saying “you get what you pay for” is generally true.					
PQI2	The price of a product is a good indicator of its quality.					
PQI3	You always have to pay a bit more for the best.					
PQI4	Generally speaking, the higher the price of a product, the higher the quality.					
	Value Consciousness (VLC)					
VLC1	I am concerned about price and product quality.					
VLC2	I compare prices for the best value for money.					
VLC3	I like to be sure that I get my money worth.					
VLC4	I try to maximize the quality for the money spent.					
	Perceived Risk (PRR)					
PRR1	The risk that I take when I buy a counterfeit product is high.					

Sl. No.	Statements	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
PRR2	There is high probability that the product doesn't work.					
PRR3	Spending money with counterfeit products might not be wise.					
PRR4	Buying counterfeit products make me feel unhappy/frustrated.					
PRR5	Use of counterfeit products are very dangerous.					
PRR6	If I buy counterfeit products, it may negatively affect what others think of me.					
	Risk Averseness (RAV)					
RAV1	I do not like to take risks.					
RAV2	I do not like to gamble on things.					
RAV3	I do not like to live life on the edge.					
RAV4	I like to be sure the product is good before buying it.					
RAV5	I don't like to feel uncertain when I buy something.					
RAV6	I would rather be safe than sorry.					
	Integrity (ITG)					
ITG1	I consider honesty as an important quality for one's character.					
ITG2	I consider people being polite is very important.					
ITG3	I admire responsible people.					
ITG4	I like people who have self-control.					
	Personal Gratification (PRG)					
PRG1	A comfortable life is important to me.					
PRG2	An exciting life is important to me.					
PRG3	A sense of accomplishment is important to me.					
PRG4	I value pleasure.					
PRG5	I value social recognition.					
	Novelty-Seeking (NVS)					
NVS1	I am always one of the firsts to try new products.					
NVS2	I am excited to purchase some interesting products.					
NVS3	I own counterfeit products of popular brands.					

Sl. No.	Statements	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
NVS4	I keep up with products that offers uniqueness and distinctiveness.					
	Information Susceptibility (INS)					
INS1	I observe what others are buying and using before buying a product.					
INS2	If I have little experience with a product, I ask around.					
INS3	I consult other people to help choose the best alternative available from a product class.					
INS4	I gather information from friends or family about a product before I buy.					
	Normative Susceptibility (NRS)					
NRS1	It is important that others like the products and brands I buy.					
NRS2	If other people see me using a product, I often purchase the brand they expect me to buy.					
NRS3	I like to know what brands and products make good impressions on others.					
NRS4	If I want to be like someone, I often try to buy the same brands that they buy.					
	Status Consumption (STC)					
STC1	I am interested in new products with status.					
STC2	I would buy a counterfeit product just because it has status.					
STC3	I would pay more for a product if it had status.					
STC4	The status of a product is irrelevant to me.					
STC5	A product is more valuable to me if it has 'high status' appeal.					
	Social Influence (SOI)					
SOI1	My friends and relatives approve my decision to buy counterfeit products.					
SOI2	My family members approve my decision to buy counterfeit products.					
SOI3	My colleagues approve my decision to buy counterfeit products.					

Sl. No.	Statements	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
	Perceived Value (PRV)					
PRV1	Counterfeit products have similar quality to the genuine products.					
PRV2	Counterfeit products provide similar functions to the genuine products.					
PRV3	Buying counterfeit products generally benefit consumers.					
PRV4	Generally speaking, buying counterfeit products is a better choice.					
	Attitudes Towards Counterfeit Products (ATT)					
ATT1	Buying a counterfeit product generally benefits the consumers.					
ATT2	Counterfeit products are as reliable as the genuine products.					
ATT3	Considering price, I prefer counterfeit products.					
ATT4	It is acceptable to buy counterfeit products and recommend the same to friends and relatives.					
ATT5	I like shopping for counterfeit products.					
ATT6	There is nothing wrong with purchasing counterfeit products.					
	Purchase Intentions Towards Counterfeit Products (PRI)					
PRI1	I am intended to purchase counterfeit products whenever I get a good deal.					
PRI2	I would think about a counterfeit product as a choice when buying something.					
PRI3	I would buy counterfeit products if the quality is close to the original.					
PRI4	I would buy counterfeit products if the price is considerably less than that of the originals.					
PRI5	I would buy counterfeit products if the image of the brand is popular.					
PRI6	I would buy counterfeit products if the country of origin is prestigious.					

Sl. No.	Statements	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
PRI7	I will consider purchasing counterfeit products for a friend.					
PRI8	I would recommend counterfeit products to friends and family.					
PRI9	I will buy counterfeit products from peddlers.					
PRI10	I would say favourable things about counterfeit products.					

*** Thank you for your valuable time and cooperation ***