

*Chapter 11***Recommendations, Implications and Scope for Further Research**

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11.1 Introduction

Original brand counterfeiting has become a serious worldwide issue for which there is no quick fix. It calls for long-term strategic planning, the creation of regulatory policies, and their execution that specifically target consumers who want to purchase counterfeit products. The current work significantly advances the academic understanding and practical application of non-deceptive counterfeiting in both literature and practice. The results of the current study are anticipated to strengthen efforts to thwart counterfeiting operations.

The study investigated the motivating elements that influence consumers' attitudes toward counterfeit goods and their propensity to make purchases. Additionally, the moderating effects of the customers' novelty-seeking behaviour and the mediating roles of favourable attitudes and perceived values were investigated. A moderately high level of favourable attitude towards counterfeit goods was seen along with high levels of perceived value and purchase intentions. The findings showed that customers' perceptions of the value and purchase intentions for counterfeit products would be enhanced if the products had the best price-quality combination and satisfied their desire to use novel products.

Manufacturers of original products need to take steps to address the aforementioned aspects in order to protect their goods against counterfeit trade. Government officials, decision-makers, anti-counterfeit organizations,

manufacturers of authentic products, and marketers need to be aware of the channels contributing to the growth in the marketing and demand for counterfeit goods.

11.2 Recommendations of the Study

The researcher made the following recommendations for addressing and curbing counterfeiting practices in Kerala considering the outcomes of the research. Recommendations have been made to the manufacturers of original products, policy makers, law enforcement agencies and to the government.

11.2.1 Recommendations to the Manufacturers of Authentic Brands

- Customers responded that the attractions towards counterfeit versions of branded products consisted of lower price, almost similar quality and functional utilities, and value for the money spent. Customers recognized a high degree of value assuming larger price discrepancies, between the original products and its counterfeits. The element of perceived value found to mediate the customer motives and purchase intentions regarding counterfeit merchandise as well. Hence, the manufacturers may readjust the pricing based on modifying their cost and profit so that customers never feel that they are purchasing overpriced items. The original brands need to extend their brands at a reasonable price while maintaining product quality. This would decrease the likelihood of damaging the underlying brand.
- Customers' attitudes about counterfeit merchandise were proved to have the most significant influence on their decision to buy them. Favourable attitude directed towards favourable purchase intentions regarding counterfeit items as per the outcomes of the study. Hence, the manufacturers may employ de-marketing strategies to portray purchasing counterfeit goods as unethical or even as an offense. A strategy similar to this may concentrate on eradicating the consumption of counterfeit goods from society. Emphasis can be placed on counterfeit purchase behaviour as being unethical and anti-social.
- Customers who perceived a higher level of risk were less receptive to counterfeit goods than those who sensed a lower risk. Therefore, the manufacturers and advertising agencies are recommended to assist in combating counterfeiting by raising customer awareness regarding the

dangers of purchasing and ingesting counterfeit products. One way to raise awareness and maybe decrease customer desire for counterfeits is through a comprehensive advertising effort that informs consumers of the social, legal, and financial concerns associated with them. It is recommended to boost the range of advertisements that demonstrate ways to distinguish between real and counterfeit items and that include disclaimers explaining the harm that comes from purchasing counterfeit products. It is advised that brands strengthen their own ethical standing and inform consumers of the unethical conduct and the human consequences of the counterfeit business.

- The study revealed that respondents with high levels of integrity were more likely to have low levels of positive attitude towards counterfeit goods. It is recommended that manufacturers and distributors plan social events as well as responsibility programs, and collaborate with public media to draw attention to the detrimental impacts of counterfeits. As a result, customers are advised to spread a word-of-mouth message about the severe consequences of spending money on counterfeits via all possible ways especially social media which has been considered to be a powerful platform these days.
- Customers with higher levels of novelty interest were more likely to have favourable views and purchase intentions with respect to counterfeit goods. Customers were fond of the uniqueness or distinctiveness offered by the products they procure. It was also found that the moderating effect of novelty-seeking behaviour of the customers is so strong that it augmented the relationship of price-quality inference on perceived value as well as purchase intentions. Considering the novelty-seeking nature of the customers, the manufacturers of authentic trademarked merchandise are advocated to employ as much innovation as possible to emphasize distinctiveness in the competitive landscape. This can be done by incorporating holograms and secret codes into products to make it more challenging for counterfeiters to copy them, as well as designing products with relatively uncommon and premium components.

- Manufacturers may take efforts in reducing the usage of counterfeit products by strengthening brand attachment along with brand loyalty by means of marketing programs and efforts. Additionally, companies may utilize the information to create more precise client profiles that would help them encourage consumer loyalty in terms of both conduct and attitude.
- It is further advised that the manufacturers of original brands employ industry-wide standardized surveillance and management mechanisms as well as tactful procedures for certifying the genuineness and distinctiveness of their products. Their products' competitive advantages may be highlighted.

11.2.2 Recommendations to the Policy Makers, Law Enforcement Agencies and Government

- Policymakers as well as government agencies are required to be rigorous in dealing with individuals who sell counterfeit items as well as those who buy them since they not only have an influence on the economy but may also be harmful owing to their lower quality. Government-approved administrators or law enforcement organizations may identify counterfeit-prone locations, and supply-side as well as demand-side investigations are advised.
- The government needs to prioritize the development of anti-counterfeiting tactics by deterring customers from purchasing counterfeit items and raising awareness about the adverse consequences of counterfeit goods on society and the economy. Public outreach and consumer knowledge may be critical in combating counterfeit demand. It is recommended that customers receive education regarding the regulations that govern the context of counterfeiting activities. It is also suggested to impart knowledge pertaining to the manner in which these unethical practices cost many parties, including the government, legitimate firms, and the society to which they belong.
- It is advocated that buying and selling counterfeit goods need to be considered a crime and brought under the control of Kerala's state government or the national government of India, as has already been the case

in certain countries. To discourage both consumers and sellers from participating in counterfeit operations, it is advised that the government enact a law stating that either party that participates in counterfeit-related activities is likely to be subject to punishments. In other words, both the supply and demand sides need to be governed by the law.

- The creation of laws and regulations pertaining to the existence of counterfeit products and their consumption that lead to unequivocal confiscation of the same is advised for both central and state governments. Street vendors and flea market sellers had the highest rates of counterfeit purchases as per the literature. Therefore, in an effort to stop the proliferation of counterfeit products, the authorities may concentrate on these locations. The same may be done by frequently performing inspections inside these locations.
- It is suggested that a system needs to be established that may facilitate public-private cooperation and collaboration by expediting the collection and sharing of information in order to strengthen regulations against counterfeit transactions throughout the economy. Furthermore, inter-industry cooperation and collaborations are strongly advised in order to combat the most prominent cases of counterfeiting in the manufacturing and consumer goods industries, particularly those on e-commerce sites. This may help in reducing the magnitude of the difficulties caused by counterfeiting operations.
- It is advisable that the number of independently operated specialized intellectual property rights cells in enforcement domains around the country be increased, and supporting resources can be supplied to current cells at the state level for this purpose. The importance of intellectual property rights might also be emphasized. It is recommended that the appropriate authorities establish specialized intellectual property rights courts in each state of India and raise resources to improve the knowledge on intellectual property rights of judicial chambers and attorneys in order to confront these issues more effectively.

11.3 Research Implications

The study presents a comprehensive model that depicts the influence of consumer motivations on the development of attitudes pertaining to counterfeit products and intentions to purchase the same. This model offers helpful recommendations for original product manufacturers as well as decision-makers and law enforcement agencies in developing anti-counterfeiting strategies to combat counterfeiting activities. The broader aspects of cognitive, affective, and social motivations of counterfeit product purchases were taken into consideration. As sociodemographic, economic, and counterfeit buying determinants, the study incorporated characteristics such as gender, age, educational level, yearly income, the capacity to tell apart counterfeit items from genuine goods, and the kinds of counterfeit products meant to be purchased. Different consumer motivations exhibited varying customer opinions towards counterfeit items in Kerala. When the cognitive reasons of buyers were examined, it was shown that potential customers were more price and value concerned. The elements of knowledge and normative susceptibility showed greater degrees of effect on the analysis of social drivers, whereas the factors of integrity and personal gratification were exhibited to be the most powerful affective drivers.

Customers revealed a high degree of perceived value for the counterfeit goods, a relatively favourable view and attitude, and a high level of buy intent. The findings showed that the respondents' yearly income was not substantially connected to how they felt about counterfeit goods, and that consumers' ability to tell genuine products from counterfeits was not significantly related to how much they thought they were worth. The factors of perceived value, consumer attitude, and purchase intentions towards counterfeit items were reported to have a significant relationship with all other socio-demographic and categorical variables. The degree of every single construct under study, aside from the risk aversion factor, expressed significant differences concerning the development of positive attitudes, whereas the level of involvement of all the constructs, aside from the personal gratification factor, expressed significant variances regarding the purchase intentions of the customers regarding counterfeit products in Kerala.

Additionally, the link between the motivations for buying counterfeit goods and purchase intention was examined, as well as the positive attitude and perceived value as mediators. Perceived value, the mediator, has been demonstrated to have a large direct and indirect impact. This shows that the mediation effect in this situation is only partially evident. Additionally, it was found that the link between purchase intentions and purchase motives was not mediated by the consumer's favourable opinion towards counterfeit goods.

The study also looked at the impact of customers' novelty-seeking behaviour on price-quality inference's impact on perceived value and buy intentions. The findings demonstrated that customers' novelty-seeking behaviour and price-quality inference both directly influence perceived value and purchase intentions. Novelty-seeking behaviour acts as a moderator, increasing buyers' positive value judgements as well as their interest in and intent to acquire counterfeit goods. It was further revealed that consumers' decisions to purchase counterfeit products were influenced by the presence of novelty-seeking behaviour and their belief that the quality of such items was consistent with their monetary value. Thus, the current research work tried to find out the customers' favourable combination of price-quality-novelty parity in the context of counterfeit products. Manufacturers of authentic branded goods may concentrate on the most important elements that influence consumer purchasing decisions in order to discourage such inclinations and eliminate the problem of counterfeiting practices from the economy.

11.4 Scope for Further Research

The subject of the discussion and parameters of each research study seems to be distinct, offering robust evidence yet leaving room for further research. There are still many opportunities for investigation, as the issue of counterfeiting has not been well investigated and studied in India, despite being one that is widely studied globally. The findings of the study provided evidence for the influence of cognitive, affective and social drivers with regard to perceived value, attitude and purchase intentions from the perspective of customers in a given socio-economic environment. Considering the findings, limitations, and experience of the study, the researcher suggests the following related aspects for future research considerations:

- The focus of the current study was non-deceptive counterfeit products. More studies can be extended to experimental approaches in the context of deceptive counterfeit products in order to understand the reaction profile of the consumers to have a comparative analysis between original products and counterfeit products. The attitude of non-buyers of counterfeit products may offer valid outcomes to the manufacturers of genuine products on focusing the reasons quoted by them for preferring the original products over the available counterfeits.
- There is a further research scope to investigate the influence of variables such as brand consciousness, environmental factors, ethical principles, and cultural backgrounds in the formation of attitudes and purchase intentions towards counterfeit products that could explain some additional characterization of counterfeit users.
- There is a further research scope to investigate the relationship between the satisfaction level of counterfeit consumers, post-purchase behaviour, and repurchase intentions. The mediating roles of perceived risk, factor of trust and satisfaction element in association with the post-purchase behaviour and repurchase intentions of the customers can also be explored.
- The menace of counterfeiting practices leads to the loss of sales for manufacturers of original products as well as loss of tax for the government. All these happen as a result of increased demand for counterfeit products. Hence, there is a further scope for investigating the financial adversities faced by different stakeholders that would happen as a result of increased trade in counterfeits.
- Online forums appear to have stoked a so far unseen level of passion for counterfeit goods. Furthermore, these communities make it quite straightforward and risk-free to enter the counterfeit market operations. People heavily relied on e-commerce to make purchases, particularly after the pandemic era. Hence, a more detailed investigation may be undertaken on how the rapidly growing e-commerce platforms fuels the growth of trade in counterfeits via online channels and social networking sites.

- A more comprehensive examination based on product classifications and product attributes may increase the stability of the current findings because it can give a broader understanding of the prevalence and intensity of counterfeiting practices in each industrial sector.
- Future research may include a finite set of respondents and sampling the same respondents over a more significant period, offering a longitudinal study to determine whether the consumer attitudes towards counterfeit products are changing over time.
- The present study is confined to the state of Kerala and further studies can be extended to the whole or other parts of India with a wider perspective. Also, further studies may include even larger samples, focusing on a different population group or extending to cross-state or cross-country comparisons. Increased socio-economic coverage of the participants can strengthen the reliability of the research outcomes.

11.5 Conclusion

The chapter deals with recommendations to various stakeholders, research implications, and the opportunities and scope for further research in the field of counterfeit products. The findings of the study enhance the comprehension of the discipline of counterfeit products; therefore, the recommendations are drafted with the purpose of reducing customers' demand for counterfeits and saving the manufacturers of original products, customers, and the nation as a whole from the tentacles of counterfeit trade. The mediating roles of customers' attitudes and the moderating role of the novelty-seeking nature of the customers which were contributed by the present study can be considered seriously and authentic manufacturers and law enforcement agencies may draft wise decisions and policies to curb the counterfeiting practices and save the stakeholders from the consequences of counterfeit trade. The chapter concludes by addressing the potential areas for further research by acknowledging the limitations as well as the outcomes of the study.