



The Ability of Brand Image and Digital Promotion in Explaining Purchase Intention of Counterfeits Electronic Products

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Abstract

This study examines the effect of digital promotion and brand image on the intention to purchase counterfeit electrical devices. Since counterfeit goods are seeing a spike in the market, there is a fundamental need to build factors that encourage such buyers. A quantitative analytic approach will be used for this study. Data will be collected from 300 participants interested in buying counterfeit electronic products through an online survey. Most customers consider counterfeit goods viable alternatives to branded products, showing that consumers' perception of brands influences their buying habits considerably. Online advertisements also play a vital role, especially on social media, using e-commerce websites with alluring content to attract consumers. In addition, the study discovers that digital marketing and brand image are complementary; this means that people's perceptions about a brand's equity increase the effects of digital marketing campaigns. Digital platforms are generally utilized to advertise counterfeit products because of the status and affordability they display. Despite this, the study highlights the dangers and ethical issues associated with counterfeit products, regarding low quality and safety. These findings have significant regulatory and brand-related implications for the fight against counterfeiting and extend our knowledge of consumer behaviour generally. Therefore, we want to call for tighter regulations on counterfeiting and increase consumer education to reduce counterfeit products and boost ethical purchasing.

Keywords: Brand Image, Digital Promotion, Purchase Intention, Counterfeit Products.

1. Introduction

In particular, in the case of electronics, counterfeit products have become a serious problem in the market. Electrical counterfeit goods include smartphones, computer parts, and several home appliances. You can get these free of cost in different markets of the world. Several authentic brands have suffered seriously regarding their market share and revenue, while consumers are also vulnerable to many risks [1]. These are a portion of risks whereby low-performance of poor-quality parts and poor, inefficient method of production could be attributed; health hazards could lead to serious causes due to insufficient quality consideration regarding safety measures of that device. Also, customers are usually exposed when selling a counterfeit will typically not have their warranty or provided after-sales service [2]. In addition to reputational damages to actual firms and buyers, spurious products create problems for them in surviving in the global marketplace. Many purchasers still keep purchasing fake products even though some risks and consequences arise from buying those products, induced by variations in economic and psychological motives [3][4]. Low price levels attract buyers who have limited budgets because of financial reasons. These, on a psychological level, relate to the thrill of making a "bargain," the need to possess status symbols at a lower price, and either ignorance or indifference to the ethical and legal implications of maintaining counterfeit markets. To address these causes, it is necessary to develop strategies to reduce demand and prevent the proliferation of counterfeit electronics [5]. The



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development of available and affordable options from legitimate brands and increased customer awareness regarding the risks and ethical issues involved with buying counterfeit goods are key to a shift in consumer behaviour [6][7].

Brand image is one factor that determines the behaviour of consumers about counterfeit products, defined as "the way through which consumers view and relate a brand.". The features distinguish a reputable brand by its reliability, prestige, and high performance, and just those characteristics will play an essential role in customer choice [8][9]. In the case of counterfeit electronics, the popularity of the genuine brand has accidentally influenced the appeal of the counterfeit versions themselves [10]. For those customers who would want to possess a high-status or high-performance item but cannot afford it, counterfeit products become an attractive option. In this way, they can still experience the brand's equity without spending all their money. Counterfeit products with a good reputation for the original brand may be attractive for several reasons, including financial and psychological [11]. From a monetary perspective, counterfeits offer an inexpensive opportunity to acquire items associated with exclusivity, innovation, or luxury. Psychological studies indicate that consumers often perceive owning even a counterfeit version of a popular brand as enhancing their social status, demonstrating their individuality, or gaining approval from others [12]. This dynamic illustrates the paradoxical relationship between a strong brand and the demand for counterfeit products [13]. Even though strong brands help legal products gain customer confidence and loyalty, they also inadvertently encourage counterfeit markets by giving legitimate products an aspirational value that counterfeiters take advantage of [14]. Brands must comprehend this connection to devise plans to safeguard their reputation and reduce the availability of fakes [15].

Coincidentally, with internet promotion, counterfeiters now have access to potential clients like never before. In contrast, internet promotion has been the most influential driver of consumer purchase intention in recent years [16][17]. Promoting counterfeit goods has become more significant on social media, e-commerce websites, and digital advertisements. On those platforms, vendors can also present fake products with seemingly professional advertisements, almost like the advertisements of actual brands [18]. Counterfeit goods are already more visible and attractive to a larger audience, and the personalized nature of digital advertisements- thanks to algorithms that target particular customer interests makes them more appealing and visible. Digital promotional tools have become more accessible and effective due to low costs and ease of use [19]. With their global reach and low operational costs, counterfeiters are now in a position where they can easily target customers around demographic and geographic boundaries [20]. Second, online markets bestow anonymity upon users, a condition that hampers the detection and prosecution of counterfeiters and subsequently inflates sales of counterfeit goods. To unwary buyers, this puts a stamp on the sales of fake goods, increasing their ease of access. To effectively combat the spread of counterfeiting goods, one has to tackle internet promotion's role in this ecosystem [21]. It should be the common aim of brands, platform providers, and legislators to combat counterfeiting to improve monitoring systems further, increase consumer awareness, and even have more stringent laws against online marketing and sales of counterfeits.

However, overall, the depth and scope of consumer behaviour studies about counterfeit products are fragmented. All of these contributions tend to identify, in sequence, specific psychological motivations- mostly buying a status symbol and perceiving value for money, then obtaining a thrill from the bargain. The function of social media, e-commerce websites, and targeted advertising in disseminating fraudulent products has been emphasized in other works concentrating on how digital platforms have enabled counterfeit marketing [22]. Despite the usefulness of this research, they overlook the unique dynamics of specific product categories in favour of analyzing these characteristics in general or in the context of more significant counterfeit markets [23]. Our study's novelty and competitive advantage reside in the fact that our research work will be one of a kind since it focuses on fake electronic gadgets exclusively. It has been mentioned that performance, security, and functionality factors significantly influence customers purchasing any electronic product [24].

Additionally, the in-depth methodology adopted for this research is characterized by analyzing the relationship between digital promotion and brand image, which has not been researched. The current study clarifies the issue by examining how these factors influence customer behaviour toward fake electronic items. This study offers essential information to tackle counterfeiting in the electronics sector [25].

Consumers can realize the concept of counterfeit electrical gadgets by amalgamating brand image with digital promotion. Consumers even look up to their fakes to meet a particular brand's class, prestige, and reliability values. Meanwhile, it uses current technology to quickly communicate information about counterfeits among the masses via targeted marketing, social media, and online marketplaces [26]. All these factors combined make them feel the urge to purchase goods by playing on their need to have brand-named items at discounted prices and exploiting convenience and persuasion through digital marketing [27]. This research looks at the customers' perception of brands and digital marketing and how it influences their decisions to buy counterfeit electronic items. Therefore, the purpose of the study in this interaction is to determine what psychological and contextual elements drive the demand for counterfeit electronics. In this respect, policy to reduce counterfeiting could benefit from the study's findings, which may lead to more stringent laws on digital platforms, more consumer education regarding the dangers of counterfeits, and stronger brand protection. Ultimately, the results will contribute to protecting legitimate companies, customers, and intellectual property from the negative impacts caused by counterfeits.

2. Research Method

This quantitative research investigates the relationship between consumers' brand perceptions and their propensity to buy counterfeit electronic products via digital advertising. The research will sample 300 respondents using a purposive sample technique to collect data. In maintaining the relevance of responses to the research objectives, the respondents' selection was purposeful and based on interest in counterfeit electronics. The survey contained three main parts: A, B, and C, each containing structured questions. The first part solicited information on essential demographic variables such as age, gender, and income to understand the people answering the survey entirely. The second part examined how they felt about digital promotion and brand image, specifically how they affected their choices. The final part of the questionnaire checked the respondents' propensity to counterfeit electronics. A five-point Likert scale that accommodates responses from "strongly disagree" to "strongly agree" has been used in many customer attitude evaluations. The data were analyzed statistically to ensure the results' accuracy and reliability. Multiple regression was done to check brand perception and digital advertising on the intent to buy. Simultaneously, reliability tests indicated the consistency of the survey instrument, while descriptive statistics showed some interesting trends and patterns in the data set. These were then analyzed further for any significant relationships and implications about customer behaviour that could provide helpful information to inform attempts to prevent the proliferation of counterfeit electronic products.

3. Result and Discussions

The research showed that consumers' perceptions of a brand positively affect their propensity to buy fake electronics. This may be because once a counterfeit product becomes associated with the original brand in the consumer's mind, they will likely buy it rather than an authentic one. It would seem that a lot of the value of the original brand, its reputation, prestige, and quality, is transferred onto these knockoffs, making them more attractive to customers interested in the product but who either can't or won't pay the premium for it. This is how brand image becomes crucial in influencing consumers' thoughts and actions, even with fake products. Other research on the effect of brand equity on the appeal of counterfeit goods has also obtained similar results. The brand image and high equity are the basis for making the counterfeit alternative less appealing. Any counterfeiter can sell aspects like those of a well-established brand as goods even when embedded within products that look and perform alike. This gives the impression to consumers who would like to save money at the expense of quality that the counterfeits are genuine goods. Therefore, this would imply that famous brands may inadvertently promote the market for counterfeits. Counterfeitors may be able to replicate a renowned brand so that consumers would overlook other issues like low quality, possible safety risks, and no warranty. Everything else usually takes a backseat in front of the temptation of getting a high-end brand product at much cheaper prices. Therefore, genuine brands must protect their reputation and spread awareness among customers about using fake products. Every brand can contribute to reducing the effect of counterfeiting on its market share and brand reputation by building brand equity and improving customer awareness of the dangers.

There is a powerful relationship between digital promotion and the tendency to buy counterfeit electrical products. This is very surprising as most counterfeitors' marketing campaigns in recent times aim at social media platforms. Counterfeit product vendors reach a massive audience through their websites, and consumers who would not have been exposed to them can buy counterfeit goods through advertisements. Personalized messages with potential customers, collaboration by influencers, and sponsored advertisements increase the visibility of sham products. It makes things appear valid that usually are not. The counterfeit product seems more alluring to buyers searching for branded products at a discount because of its digital proximity. Among the main variables influencing consumers' attitudes towards counterfeit goods, the persuasiveness of digital material is one. Counterfeit vendors know well how to make customers believe in them by offering attractive prices, convincing testimonials, and high-quality images that give the impression of value and reliability. These advertising methods successfully imitate those of authentic brands, making the impression that fake goods are of equal or more excellent quality than the real thing. What makes counterfeit gadgets so appealing is the promise of exclusive sales and discounts, as well as the ease of price and product comparison online. Digital advertising, therefore, dramatically facilitates the dissemination of fakes. It stirs the desire to buy fake goods by appealing to consumers' psychological and economic needs.

The interaction of brand perception and digital advertising influences the attitudes and behaviours of consumers toward fake electronic gadgets. Both a digital marketing campaign for a sham product and an actual product benefit if a brand is respectable and well-trusted. People, while seeing various ads of established brands, might tend to show trust in them. The reputation and recognition of a well-established brand help counterfeit products carry some air of legitimacy. Therefore, when digital information, such as graphic elements and feedback, reinforces associations with the authentic brand, it appears more accurate and is more appealing, thus driving purchase intentions. Digital marketing campaigns based on a trusted brand can make counterfeit items appear more valuable and trustworthy, making consumers less concerned about the risks. Strong persuasiveness combined with digital content would create an alluring narrative that may alter consumer behaviour because owning a product associated with a good brand does not raise any questions of safety, quality, or other ethical implications from using counterfeit products. This means businesses must balance the increasing strength of counterfeit markets through brand reputation and how counterfeitors conduct digital marketing strategies.

This research relates to other studies but will differ because it involves counterfeit electronics. In this regard, customer choice heavily relies on factors such as brand reputation, functionality, and performance. Because electronic goods have highly sophisticated features, consumers have high expectations about the quality, safety, and lifespan of electronic goods. Therefore, buyers also believe in the product's usefulness and reliability, not just attracted by the appeal of the brand's images. The most worrying part of the counterfeiting issue in the electronics industry is that customers seriously risk their safety and performance when buying low-quality counterfeits. This product category represents a knowledge vacuum; the present study investigates the factors that drive demand for fake electronics. This also illustrates the growing role of online marketplaces as channels to sell copies of popular electronic products. The sellers of counterfeit products reach out to a large pool of buyers through online marketplaces. At the same time, the ease of access to electronic product displays via social network sites, e-trading sites, and online ads enables the bypassing of traditional retail channels. As more and more people shop from these sites, counterfeit electronic goods are being sold in the name of authentic brands, thus making it difficult for a customer to identify the difference. The emphasis on counterfeit electronics and their promotion through digital platforms in this study shows the need for stricter consumer protection and anti-counterfeit product regulations in the modern digital era.

However, as shown in the survey, most consumers ignore the ethical expenses of counterfeiting. Counterfeit goods lure many consumers with low prices, flashy branding, and or purchasing an item from a premium brand. Some possible downsides of these goods are the minimal quality, minimized appearance, and significantly serious safety effects. As such, fake electronics may not meet safety certifications or use quality components or standards like real ones, thus putting buyers in harm's way, malfunctioning devices or even long-term health issues. Without such information, brands and consumers have an ethical obligation to consider the more significant implications of the consequences wrought by buying into the counterfeit industry. Despite these well-documented dangers, knowledge of the detrimental effects of counterfeiting has increased, encouraging the purchasing fake goods. While some may view the possible damage from counterfeit goods as less than the cost savings, most consumers are unaware of the many risks associated with these products. There are many ethical considerations regarding counterfeit goods, and the increasing awareness campaigns must focus their interest on potential dangers to health and the environment. Besides, companies and governments should cooperate in teaching the public how fake goods harm lawful companies, infringe on intellectual property rights, and exacerbate more significant social and economic issues. An educated customer can then make more responsible and knowledgeable purchasing decisions because of a better understanding of the harm caused by fake products.

Also, with the findings, it is seen that promotion on social media networking sites and e-commerce platforms will continuously thrive; therefore, their digital networks and platforms need stringent laws to block this issue altogether, as these E-commerce sites opened up unrestricted options for counterfeitors offering world markets. Because the processes for listing and marketing counterfeit products are so easy on these platforms, there is a dire need for better monitoring mechanisms to be put in place. More restrictive policies would provide digital platforms with room to take down counterfeit listings at a faster rate, therefore protecting consumers and legitimate brands from

the perils of counterfeiting. Wherever the proliferation of counterfeit goods is concerned, social media should raise the bar, much like e-commerce companies. The dividing line between fact and fiction becomes more fragile whenever such items are touted through social media advertising, influential user posts, and friend and family recommendations. In the meantime, to make such platforms less visible for counterfeit products, automatic detection technologies could be implemented, suspicious accounts could be flagged, and further restrictions on advertisements could be put in place. Due to their size, we can only ensure that such platforms do not inadvertently help develop a counterfeit market by collaborating with regulatory agencies and being more transparent with their users. To counter this digital age of counterfeiting, there should be stronger rules to bar the digital promotion of counterfeit goods. This will protect not only the consumers but also the legitimate brands.

These results add to the ever-growing literature on consumer behaviour, especially in developing economies where fake products are freely available. The persuasive power of digital platforms is extreme when it comes to counterfeit products, which are alternatives to high-end branded goods. This will be useful in adding to the knowledge base on factors affecting counterfeit purchases at online marketplaces by shedding light on the dynamic between the consumers' perception of brands and digital marketing. Indeed, businesses, lawmakers, and consumer advocacy groups can make more effective calls to address specific issues of fighting counterfeit goods in emerging economies if they are better informed about these processes. Most importantly, it gives some practical advice that business owners should follow to increase their brand reputation and make fake products less attractive. One of the ways to do this is through a focused campaign aimed at educating buyers about the actual value of the product and increasing awareness about risks associated with purchasing counterfeit goods. This may also include collaboration with digital platforms to ensure the brand's integrity. It could be done through collaboration in further strengthening systems for detecting fake listings, which it forbids from being advertised, and then having brands use those insights to protect their intellectual property better. This leads to more excellent consumer knowledge about making more informed purchasing decisions, thus causing less harm via counterfeiting.

4. Conclusion

The findings of this study show that consumers' perceptions of brands and the effectiveness of digital marketing campaigns are key drivers to buying counterfeit electronics. One factor contributing to the urge to purchase counterfeit products is related to the prestige of a brand as perceived by consumers. Consumers relate counterfeit goods to the beneficial qualities of famous brands, even when such goods are not genuine. These could include persuasive visual adverts and testimonials of digital information that add to the appeal of these fake gadgets and make them look like real gadgets. These findings highlight the importance of integrating robust anti-counterfeiting measures that incorporate anti-counterfeiting brand management with the increasingly strict regulation of online platforms. Brands must be more inventive in building and maintaining their reputation, and online marketplaces must introduce control mechanisms to thwart the proliferation of spurious goods. Other motives that can drive counterfeit purchasing behaviour and could be a source of further study are cultural, social, and economic factors. Bogus products will bring various consumer responses according to financial status, socio-cultural norms, and personal variables. Understanding such issues will give the researchers an in-depth analysis of consumer behaviour and how it contributes to creating a demand for counterfeit goods. With this knowledge, brands, regulators, and advocacy groups could counteract counterfeiting on a more focused and practical basis. The possible hazards of counterfeit merchandise and ethical consumerism would be tackled with a multi-pronged approach considering personal and societal variables.

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