Women's Buying Behavior Towards Counterfeit Luxury Fashion Products in Delhi

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ABSTRACT
Consumer behavior toward counterfeit luxury fashion products, particularly among women in Delhi, presents a compelling area of study due to its socio-economic implications and cultural relevance. This research explores the motivations and decision-making processes that influence women's purchasing behavior regarding counterfeit luxury fashion items in Delhi, India. The study employs a qualitative approach, utilizing semi-structured interviews with a diverse sample of women from different socio-economic backgrounds.Through thematic analysis, several key factors emerge as significant influencers. Firstly, affordability is a primary driver, as counterfeit products offer a more accessible entry point into luxury fashion for women with constrained budgets. Secondly, the allure of status and prestige associated with luxury brands motivates women to seek counterfeit alternatives, allowing them to mimic the lifestyles and identities projected by genuine luxury items. Social influences also play a crucial role, with peer pressure and societal norms shaping women's decisions to purchase counterfeit goods. The study further highlights the role of online platforms and social media in facilitating access to counterfeit products, reshaping traditional retail dynamics and enhancing consumer reach. Ethical considerations and perceptions of legitimacy also emerge as important themes, with varying attitudes toward the legality and morality of purchasing counterfeit goods among women in Delhi. While some view it as a harmless bargain, others express concerns about supporting illicit practices and the potential negative impact on brand integrity and the local economy. In conclusion, this research provides valuable insights into the complex interplay of economic, social, and psychological factors driving women's consumption of counterfeit luxury fashion products in Delhi. Understanding these dynamics is crucial for policymakers, marketers, and brand managers seeking to address the challenges posed by the counterfeit trade while catering to diverse consumer needs and preferences.

Keywords: counterfeit luxury fashion, consumer behavior, women, Delhi, socio-economic factors

INTRODUCTION

Several factors have contributed to the global spread of counterfeit goods, including the expansion of international commerce, the development of new markets, advancements in technology, and a rise in the number of desirable items to imitate. In 2009, the worldwide sale of counterfeit products was estimated to have generated $300 billion, driven by strong demand (Gentry et al., 2006; OECD, 2007). Counterfeiting is a serious issue affecting both developing and developed nations. The scope, complexity, and velocity of product counterfeiting have increased, impacting manufacturers of a wide range of high-end items.

Counterfeiting refers to the unlawful representation of a registered brand by using packaging, labeling, and trademarks that closely resemble or are identical to the genuine product. However, counterfeit goods are typically of lower quality, performance, and reliability, with the intention of deceiving consumers into believing they are purchasing the original. Factors such as rising disposable incomes and a favorable demographic makeup are key drivers of growth in India's consumer industry.

The trade of high-end goods in India has been particularly successful. However, the prevalence of counterfeit goods can damage the reputation of both domestic and international luxury brands, potentially affecting company profits and market appeal (Kala & Shanker Chaubey, 2017). In 1984, the United States Congress passed the Trademark Counterfeiting Act (TCA) to combat the sale of counterfeit products. Despite this, the smuggling of counterfeit goods into the U.S. continued, largely because there were few penalties for counterfeiting until recent years. According to the TCA, any company or individual

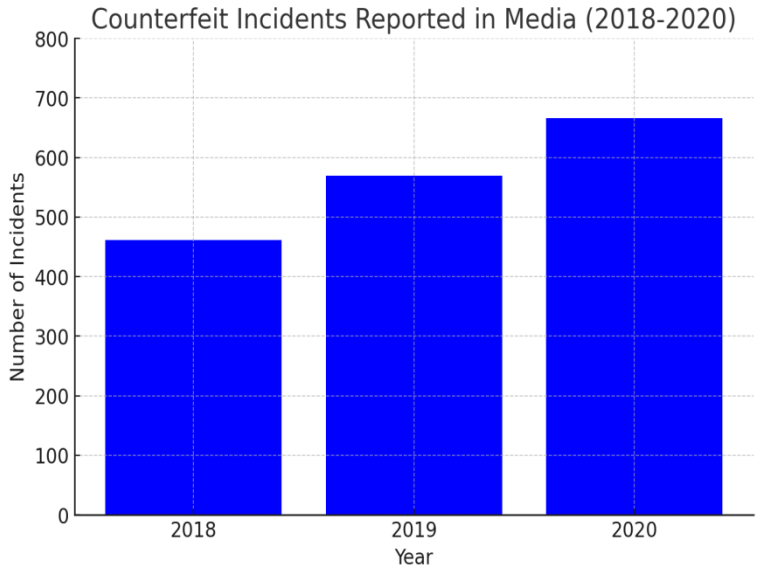
found guilty of knowingly trafficking in counterfeit products could face a maximum fine of $1 million and/or up to five years in prison (Amendolara, 2005).

The passage of the Trademark Counterfeiting Act in 1984 was a significant step forward in trademark protection. However, its full potential will not be realized unless other countries strengthen their commercial ties with the U.S. through diplomatic measures. Moreover, the law does not address the demand side of the problem. Consumer behavior, or "consumer misbehavior" (Albers-Miller, 1999), plays a critical role in fueling the counterfeit market. While legislation like the TCA aims to penalize those involved in the production and distribution of counterfeit goods, there are few legal consequences for consumers who purchase them.

In recent years, there has been increased attention on examining consumer behavior related to purchasing counterfeit goods, as the trafficking of such items has risen. The market has shifted because supply cannot exist without demand. Two key approaches to addressing the counterfeit issue in the global market are consumer education and legal consequences. Educators, particularly those in the textile and garment industries, have a responsibility to teach students about the counterfeit trade and how it operates. Students majoring in clothing and textiles should be made aware of the counterfeit issue, as increased awareness is likely to reduce their participation in purchasing counterfeit products (Norum & Cuno, 2011)..

Counterfeiting On the Rise in India

Counterfeit currency has been a long-standing issue in India, costing the economy approximately INR 1 trillion annually. In fact, one-third of the population has unknowingly purchased counterfeit goods from online retailers, making online counterfeiting one of the fastest-growing crimes in the country. This persistent counterfeiting activity affects all major industries and sectors to varying degrees. The U.S. Federal Bureau of Investigation (FBI) has even labeled counterfeiting as the "Crime of the 21st Century" (The State of Counterfeiting in India 2021, 2021).



Areas where counterfeiters operate and their methods (India)

Counterfeiters have developed a systematic approach to running their operations and have become skilled at identifying lucrative opportunities. Once they penetrate a market, they establish a network of associates who work in similar or complementary fields to sustain and expand their businesses. As this network grows, brand owners and law enforcement agencies face an increasing threat of counterfeit goods flooding the market. Today, counterfeiters can be found in almost every market across India, although few marketplaces are specifically "renowned" for selling counterfeit goods.

For example, markets in Mumbai are well-known for selling counterfeit watches and handbags, largely due to their proximity to the port. Heera Panna Market in Mumbai is a major hub for counterfeit luxury goods, including clothing, cosmetics, and watches. In Delhi, the nation's capital, there are growing organized markets selling counterfeit products. Notable locations where counterfeit goods are openly sold include Gaffar Market (known for fake mobile phones and accessories), Sadar Bazaar (known for

counterfeit fast-moving consumer goods), Kashmiri Gate (known for counterfeit auto parts), and Nehru Place (known for counterfeit computer accessories).
In southern India, the Hong Kong Bazaar and Chenoy Trade Centre are famous for selling counterfeit computer hardware and software. In Chennai, Burma Bazaar and Kasimedu Street are popular for selling fake electronics, including cell phones, LCD TVs, imported cameras, and pirated movies (Raj, n.d.).

Figure 1: Countries affected by Counterfeiting (Worldwide)

The prevalence of counterfeit goods has been highest in the United States, as shown in the figure, followed by countries such as France, Italy, and Switzerland. One factor contributing to the rise in counterfeiting is the proliferation of free trade zones worldwide. These zones stimulate the host country's economy by offering tax incentives and other exemptions, which can inadvertently facilitate the spread of counterfeit goods..

Women's buying Behavior towards Counterfeit Luxury Fashion Products

Studying women's buying behavior towards counterfeit luxury fashion products in Delhi can be quite insightful. Here are some aspects you might consider exploring:

1. **Motivations**: Understand why women choose to buy counterfeit luxury fashion products. This could include factors like price affordability, social status, or the desire to keep up with trends.
2. **Perceptions**: Explore how women perceive counterfeit products compared to authentic ones. Factors like perceived quality, durability, and brand image could play a role here.
3. **Shopping Context**: Investigate where women typically purchase counterfeit products in Delhi. This could be through physical markets, online platforms, or social networks.
4. **Consumer Attitudes**: Analyze attitudes towards intellectual property rights and ethical considerations related to buying counterfeit products.
5. **Social Influences**: Consider the role of social influences, such as peer pressure, celebrity endorsements, or social media, in shaping purchasing decisions.
6. **Legal and Regulatory Aspects**: Discuss the legal implications and enforcement challenges related to selling and purchasing counterfeit goods in Delhi.
7. **Impact on Authentic Brands**: Explore how the availability of counterfeit products affects the market for authentic luxury brands in Delhi.

By delving into these aspects, you can gain a comprehensive understanding of women's buying behavior towards counterfeit luxury fashion products in Delhi. This understanding can be enriched through qualitative interviews, surveys, and possibly observational studies in relevant marketplaces.

Objectives Of The Study

- To assess the factors influencing women's purchasing decisions regarding counterfeit luxury fashion products in Delhi.
- To examine the perceptions and attitudes of women towards counterfeit luxury fashion products in Delhi.
- To identify the demographic characteristics and socio-economic factors associated with purchasing counterfeit luxury fashion products among women in Delhi.

REVIEW OF LITERATURE

To better understand the concept of "counterfeit" and how women perceive purchasing counterfeit goods, the researcher reviewed several publications and research papers in this section.

Counterfeiting: A "counterfeit" refers to a copy of an original product designed to resemble the authentic item. In the current business climate, counterfeiting has been expanding rapidly and poses a significant threat to various industries. Both the original product sellers and customers have incurred significant losses due to the influence of counterfeit goods, particularly in the fashion industry. This study aimed to shed light on non-deceptive counterfeiting by examining consumer behavior in a developed economy and a newly admitted EU member state.

A review of consumer behavior literature and recent empirical studies identified several socio-economic factors, along with religiosity as a socio-psychological construct, that influence consumers' willingness to purchase counterfeit goods. These factors shape attitudes toward counterfeiting, creativity, and perceptions of the social risks associated with the behavior. According to a modeling study, respondents' views on piracy and its social ramifications, as well as gender and religion, are the key factors influencing the likelihood of purchasing a counterfeit T-shirt. Both gender and religion have indirect effects through attitudes, and religion also influences behavior through innovativeness (Vida, 2007).

The findings of this study largely align with previous research, which suggested that customer attitudes play a significant role in the decision to purchase counterfeit goods (Norum & Cuno, 2011). One potential implication of this research is that changing consumer attitudes may be more effective in reducing the demand for counterfeit goods than merely increasing consumer awareness or providing more information on the issue. Future research could compare the impact of changing attitudes versus consumer education on the demand for counterfeit items. Additionally, it may not be sufficient to rely solely on customer education or changing purchasing habits to halt the proliferation of counterfeit products. Further investigation is required before considering legal actions against consumers.

This meta-analysis not only examined how consumer profiles vary across the globe but also identified the demographic and psychographic characteristics that influence opinions, intentions, and actions toward counterfeit luxury goods. The study found a greater disparity in developing countries regarding the factors influencing consumers' decisions to purchase counterfeit luxury items, with psychographics generally having a more significant impact than demographics. These differences also affect variations in the buying process. In wealthier countries, purchasing decisions tend to be more cognitively complex. However, in developing nations, intentions can entirely counteract the influence of attitudes on behavior.

Research on various demographic and psychographic variables has highlighted which factors are less relevant and which should be considered as primary explanatory or control variables in future research. Demographics should not be used as control or explanatory variables unless they are essential to addressing a specific research question. A consumer-specific anti-counterfeiting approach would likely be more effective than a global strategy, given the diverse consumer profiles identified by the meta-analysis. As a result, consumer-based performance metrics, such as changes in attitudes and behaviors, can directly influence organizational metrics like revenue and profit (Eisend et al., 2017).

This research provides insights into the factors influencing consumers' perceptions of counterfeit fashion items (Bhatia, 2018). The findings do not support the four hypotheses based on the study's conceptual model. However, value consciousness, social influence, and materialism were found to be strongly associated with attitudes toward counterfeit fashion goods. The research indicates that Indian consumers with favorable views toward counterfeit fashion products are more likely to repurchase these items. The study also shows that low-income individuals are more likely to buy counterfeit fashion products due to their positive attitudes toward counterfeits, which are shaped by brand awareness. Brand-conscious consumers, when financially unable to purchase genuine items, may turn to knockoffs. India has a large middle- and lower-class population with a desire for expensive items. As a result, those who cannot afford high-priced fashion goods often purchase counterfeit versions to project wealth. Interestingly, materialistic tendencies also drive individuals who can afford authentic fashion brands to buy counterfeits (Mason, 2001).

This article primarily focuses on economics, pricing, personality traits, beliefs, and social impact. Each of these factors was used to develop hypotheses explaining how they influence customers' views on piracy. Regression analysis revealed that the social effect, pricing, and economics of piracy prompted the rejection of the null hypothesis. However, no direct relationship was found between consumers' perceptions and specific personality traits or beliefs. Price is a significant factor for all consumers, especially those who are price-sensitive, suggesting that original products' pricing should be adjusted. This may be achieved by reducing manufacturing costs or increasing profit margins, as customers value product features over other factors. While original products undoubtedly provide high quality, pricing is a key consideration. Lowering the price of genuine items to make them affordable across all income groups could reduce consumers' inclination to purchase counterfeit goods (Haque et al., 2009).

Indian consumers are known for being value-conscious. To remain competitive in the Indian market, even high-end brands must develop unique pricing strategies. Indian consumers also place a strong emphasis on values such as love, care, and compassion. Shopping for products that convey emotional significance is common among Indian consumers. Complex buying behavior occurs when consumers are emotionally invested in a purchase and can distinguish between brands with confidence. Consumers go to great lengths to express themselves when purchasing items that are expensive, risky, rare, or highly symbolic. Through their experiences, customers learn about products, form opinions and attitudes, and ultimately make informed choices. Marketers of high-engagement products must understand how consumers obtain and evaluate product information. They should help consumers understand product features, how those features relate, and how the company's brand stands out. When consumers receive favorable feedback about products they didn't purchase or encounter issues with the brands they did buy, it can lead to post-purchase dissonance. In markets with limited brand distinctiveness and fewer opportunities for consumer engagement, habitual purchase behavior is more likely to emerge (Dey, 2017).

The findings of this research support the claims made by Ang et al. (2001), who found that consumers who purchased counterfeit CDs perceived these transactions as less risky compared to those who didn't, and had higher trust in businesses selling counterfeits. Counterfeit buyers were not perceived as dishonest, and they believed their purchases were more beneficial for society than for musicians or the music industry. Social, psychological, and demographic factors were also investigated for their potential effects on consumers' anti-piracy attitudes. Higher value consciousness and lower normative susceptibility were associated with lower integrity and more positive views toward piracy. Demographics significantly influence worldviews, with individuals from lower socioeconomic backgrounds and men being more likely to hold favorable attitudes toward piracy. Attitudes toward piracy strongly affect consumers' intentions to buy counterfeit products.

The primary objective of this study was to identify the variables affecting Pakistani consumers' perceptions of counterfeit watch brands. Among the five key antecedents, prior experience, subjective pleasure, and risk aversion were found to significantly influence attitudes toward counterfeit watches. The statistical tests did not support the hypothesis that subjective norms (normative and information susceptibilities) and price-quality inference significantly impacted attitudes toward counterfeits. Cautious consumers are less likely to purchase counterfeit products, and those who prioritize self-actualization are similarly disinclined to buy counterfeit timepieces. A positive correlation exists between past experience and attitudes toward counterfeits—individuals who have purchased counterfeit goods in the past are more likely to do so again. However, price-quality inference and subjective norms do not appear to influence consumers' opinions on counterfeit products. Consumers who value quality over quantity may hesitate to purchase counterfeit timepieces due to the inverse relationship between the two variables (Ali & Farhat, n.d.).

Source: Furnham and Valgeirsson (2007) The results of the regression analysis suggest that most individuals see counterfeiting as an issue where Values and Materialism play a little role. Examining data based on personality characteristics when context is available is not practical. Factors such as your upbringing, family dynamics, and political leanings significantly influence your likelihood of buying fake goods. To enhance the explanation offered by prior knowledge, it is vital to ask specific questions about opinions and attitudes concerning difficulties associated to counterfeiting.

RESEARCH DESIGN

Research Design:

- **Type:** Descriptive research design aims to systematically describe women's buying behavior towards counterfeit luxury fashion products in Delhi.
- **Approach**: Quantitative approach will be used to gather numerical data on demographic characteristics, buying behavior, perceptions, and attitudes.

Sampling:

- **Sampling Technique:** Convenience sampling will be employed due to accessibility and feasibility in reaching the target population of women in Delhi.
- **Sample Size:** The sample size will be estimated based on the population size and feasibility of data collection methods, ensuring adequate representation.

Data Collection:

- **Instrument:** A structured questionnaire will be developed to collect data on demographic characteristics (age, income, education), buying behavior (purchase frequency, motivations), perceptions (quality, affordability), and attitudes towards counterfeit luxury fashion products.
- **Data Collection Method:** Data will be collected through face-to-face interviews or online surveys, depending on participant preference and accessibility.

Variables:

- **Demographic Characteristics**: Age, income level, education, occupation.
- **Buying Behavior:** Frequency of purchasing counterfeit luxury fashion products, reasons for purchase.
- **Perceptions:** Perceived quality, perceived affordability, perceived ethical considerations.
- **Attitudes:** Attitudes towards authenticity, brand loyalty, and willingness to buy counterfeit products.

Data analysis and results

The participants in this research are individuals who visit counterfeit markets in Delhi with the specific intention of purchasing fake goods. Among the 600 respondents, there were 350 men and 250 women. Additionally, 350 respondents were between the ages of 15 and 24, 200 were between the ages of 25 and 34, and 50 were aged 35 and older. The following factors were considered as independent variables: status consumption, novelty seeking, integrity, peer pressure, value consciousness, and price sensitivity. The dependent variable was the consumers' intentions to purchase counterfeit items.Table [1] provides the mean and standard deviation for the dependent and independent variables, showing the descriptive statistics for the respondents. To assess the predictive accuracy of the psychographic determinants for purchasing counterfeit goods, a stepwise regression was conducted between the two data sets. At each stage of the stepwise regression, independent variables that are statistically significant and ranked by their level of significance are selected. Additionally, the process identifies the independent variables that have the strongest correlation with the dependent variable. The stepwise regression continues until all significant variables are included in the equation, with the final step representing the optimal regression model.

Table 1: Reliability Analysis Summary

Scales	Source	Cronbach's alpha
Buying intentions	Zeithaml, 1996	0.837
Status consumption	Eastman et al., 1997	0.728
Novelty seeking	Wee et al., 1995	0.705
Value consciousness	Ang et al., 2001	0.749
Integrity	Rokeach, 1973	0.829
Peer pressure	Wiedmann et al., 2009	0.810
Price consciousness	Lichtenstein, 1990	0.805

The various scales used in consumer behavior research provide valuable insights into different aspects of purchasing decisions. For instance, the Buying Intentions scale developed by Zeithaml (1996) measures consumers' intentions to purchase products or services, demonstrating strong internal consistency reliability with a Cronbach's alpha of 0.837. Similarly, the Status Consumption scale by Eastman et al. (1997) assesses the extent to which individuals engage in consumption to display social status, showing acceptable internal consistency reliability with a Cronbach's alpha of 0.728.

The Novelty Seeking scale, measured by Wee et al. (1995), explores individuals' desire for new and unique experiences or products, with a Cronbach's alpha of 0.705, indicating moderate reliability but room for improvement. In contrast, the Value Consciousness scale by Ang et al. (2001) evaluates consumers' awareness of obtaining good value for money, reflected in its acceptable Cronbach's alpha of 0.749.

The Integrity scale, as defined by Rokeach (1973), measures the personal value placed on honesty and ethical behavior, showing high internal consistency reliability with a Cronbach's alpha of 0.829. Similarly,

the Peer Pressure scale by Wiedmann et al. (2009) examines the influence of peers on consumer decisions, with strong reliability indicated by a Cronbach's alpha of 0.810. Finally, the Price Consciousness scale by Lichtenstein (1990) measures how much consumers are influenced by prices in their purchasing decisions, with a Cronbach's alpha of 0.805, indicating high internal consistency reliability.

Interpretation

Cronbach's alpha values typically range from 0 to 1, with higher values indicating greater reliability. As a general rule, alpha values above 0.70 are considered acceptable for research purposes, while values above 0.80 are preferable for more robust reliability. In this context, all scales, except for Novelty Seeking, this has a Cronbach's alpha of 0.705, exhibit alpha values above 0.70. This suggests that these scales generally possess good internal consistency reliability for measuring their respective constructs.

Table 2: Descriptive Statistics

Variable	Mean	Std. Deviation	N
Buying intention	3.015	0.925	600
Status consumption	2.540	0.960	600
Novelty seeking	2.750	0.880	600
Value consciousness	2.095	0.710	600
Integrity	1.940	0.765	600
Peer pressure	3.270	0.940	600
Price consciousness	2.795	0.820	600

1. **Buying intention:** The mean score for buying intention is 3.015, with a standard deviation of 0.925. This suggests that, on average, respondents' intentions to make purchases are slightly above the midpoint of the scale used, and there is moderate variability in these intentions among the respondents.
2. **Status consumption:** The mean score for status consumption is 2.540, with a standard deviation of 0.960. This indicates that, on average, respondents engage in status-oriented consumption to a moderate extent, with considerable variability in these behaviors across the sample.
3. **Novelty seeking**: The mean score for novelty seeking is 2.750, with a standard deviation of 0.880. This suggests that respondents exhibit moderate levels of seeking new and unique experiences or products, with relatively less variability compared to other constructs.
4. **Value consciousness:** The mean score for value consciousness is 2.095, with a standard deviation of 0.710. This indicates that, on average, respondents are moderately conscious of obtaining good value for their money, with relatively low variability in these attitudes.
5. **Integrity:** The mean score for integrity is 1.940, with a standard deviation of 0.765. This suggests that, on average, respondents place moderate importance on personal values related to honesty and ethical behavior, with moderate variability in these values across the sample.
6. **Peer pressure:** The mean score for peer pressure is 3.270, with a standard deviation of 0.940. This indicates that, on average, respondents perceive moderate levels of influence from peers on their consumer decisions, with considerable variability in the extent of this influence.
7. **Price consciousness:** The mean score for price consciousness is 2.795, with a standard deviation of 0.820. This suggests that, on average, respondents are moderately aware of and influenced by prices in their purchase decisions, with moderate variability in these attitudes across the sample.

Interpretation

The mean values offer insights into the average level of each construct among respondents, providing a snapshot of the central tendency in the data. In contrast, standard deviations indicate the degree of variability or dispersion of responses around the mean, reflecting how spread out attitudes or behaviors are within the surveyed population. Understanding these statistics is essential for evaluating both the central tendency and the variability of attitudes or behaviors related to buying intentions, status consumption, novelty seeking, value consciousness, integrity, peer pressure, and price consciousness..

Table 3: model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.627	0.393	0.391	0.714	1.62
2	0.718	0.516	0.514	0.638	1.67
3	0.738	0.545	0.543	0.606	1.59

4	0.760	0.578	0.575	0.588	1.64
5	0.774	0.599	0.596	0.572	1.60

- **R (Multiple Correlation Coefficient):** This indicates the strength and direction of the linear relationship between the dependent variable and the independent variables. As the model number increases, R increases, suggesting an improvement in how well the independent variables explain the variation in the dependent variable.
- **R Square (Coefficient of Determination):** This represents the proportion of the variance in the dependent variable that is predictable from the independent variables. It ranges from 0 to 1. Higher values indicate that more variance in the dependent variable is accounted for by the independent variables.
- **Adjusted R Square:** This adjusts R Square for the number of predictors in the model, penalizing for the inclusion of unnecessary predictors. Like R Square, higher values indicate better explanatory power of the model.
- **Std. Error of the Estimate:** This represents the average distance that the observed values fall from the regression line. Smaller values indicate a better fit of the model to the data.
- **Durbin-Watson:**this test for the presence of autocorrelation in the residuals (errors). Values range from 0 to 4. A value around 2 indicates no autocorrelation; values significantly different from 2 suggest autocorrelation may be present.

Table 4: Anova Summary for Variables

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	435.850	5	87.170	242.97	0.000
Residual	319.850	595	0.538		
Total	755.700	600			

Predictors: Price consciousness, Novelty seeking, Status consumption, Peer pressure, Integrity
Dependent Variable: Buying intentions

Table 5: Excluded Variables from Final Regression Model

Variable	Beta In	t	Sig.	Partial Correlation	Co-linearity Statistics	Tolerance	VIF
Value Consciousness	.010	.350	.730	.010	.862	1.160	

Table 6: Regression Coefficients with Buying Intentions as Dependent Variable

Model	B	Std. Error	Beta	t	Sig.	Co-linearity Statistics	Tolerance	VIF
(Constant)	.290	.100						
Price Consciousness	.425	.031	.375	14.20	.000	.705	1.418	
Novelty Seeking	.275	.031	.255	9.20	.000	.660	1.515	
Status Consumption	.195	.027	.195	8.20	.000	.710	1.408	
Peer Pressure	.150	.027	.150	5.90	.000	.695	1.439	
Integrity	-.115	.030	-.095	-4.10	.000	.970	1.031	

- **Constant**: Represents the intercept of the regression equation.
- **Price Consciousness, Novelty Seeking, Status Consumption, Peer Pressure, and Integrity**: These are the independent variables (predictors).
- **B (Unstandardized Coefficients)**: Indicates the estimated regression coefficients, representing the change in the dependent variable for a one-unit change in the predictor, holding other predictors constant.
- **Std. Error**: Shows the standard error associated with each coefficient estimate, reflecting the precision of the estimate.

- **Beta (Standardized Coefficients)**: Represents the standardized coefficients, indicating the strength and direction of the relationship between each predictor and the dependent variable, considering the relative scales of the predictors.
- **T-value**: Shows the t-statistic for testing whether the regression coefficient is significantly different from zero.
- **Sig. (Significance)**: Indicates the significance level (p-value) of the t-test. A lower p-value (<0.05) suggests the predictor is significantly related to the dependent variable.
- **Co-linearity Statistics (Tolerance and VIF)**: Address multicollinearity among predictors.
- **Tolerance:** Measures the proportion of variance in a predictor that is not explained by other predictors. Values close to 1 indicate low multicollinearity.
- **VIF (Variance Inflation Factor):** Measures how much the variance of a regression coefficient is inflated due to multicollinearity. VIF values above 10 typically indicate high multicollinearity.

Interpretation

The analysis reveals that Price Consciousness, Novelty Seeking, Status Consumption, and Peer Pressure all have positive coefficients (B and Beta), indicating that higher scores on these dimensions are associated with higher values of the dependent variable. In contrast, Integrity has a negative coefficient, suggesting that higher scores on this dimension are associated with lower values of the dependent variable. All predictors show very low p-values (Sig. = .000), indicating that they are significantly related to the dependent variable. Additionally, the multicollinearity assessment shows that tolerance values are generally high, close to 1, and VIF values range around 1 to 1.5, which indicates low multicollinearity among the predictors..

CONCLUSION AND FUTURE SCOPE

In Delhi, women often view counterfeit luxury fashion products as accessible alternatives to expensive originals, driven by their aspirations for luxury status symbols. The motivation to purchase these counterfeit goods is heavily influenced by factors such as affordability, the desire to stay on-trend, and peer influence. However, the widespread availability of counterfeit products poses a significant challenge to authentic luxury brands, as it diminishes brand value and potentially affects the sales of genuine items. This issue also raises legal and ethical concerns, particularly regarding intellectual property rights and consumer deception. As a result, there is an increasing need for consumer education to raise awareness about the ethical and legal implications of purchasing counterfeit goods.

Future Scope

1. **Further Research**: Conducting a comparative study across different demographics (age groups, income levels) within Delhi to understand varying perceptions and behaviors towards counterfeit luxury products.
2. **Legal Implications**: Investigating the effectiveness of current legal measures and enforcement against counterfeit products in Delhi, and proposing policy recommendations for stricter regulations.
3. **Consumer Education Programs**: Designing and implementing educational campaigns aimed at informing consumers about the risks associated with counterfeit goods and promoting ethical buying behaviors.
4. **Brand Strategies**: Exploring strategies that luxury brands can adopt to differentiate themselves from counterfeit products and maintain brand integrity.
5. **Technological Solutions**: Exploring the role of technology, such as blockchain or RFID, in combating counterfeiting and providing consumers with transparency in product authenticity.

By addressing these areas, future research can contribute to a deeper understanding of consumer behavior towards counterfeit luxury fashion products in Delhi and inform strategies for both brands and policymakers to mitigate the negative impacts of counterfeiting.

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