



## A Study on Encountering the Counterfeit Products through Hologram in Patna

• Divya Darshna • Sambhavi Raj • Shail Nandini  
• D.K. Singh

Received : November 2017

Accepted : March 2018

Corresponding Author : D.K.Singh

**Abstract:** *When the business ethics takes a backseat, all sorts of malpractices start ruling the roost in the market. One such practice of grave concern is the proliferation of the counterfeit product. It is not only the gullible customers who find themselves at the receiving ends, but also the scrupulous business houses which make compromise in terms of their net income, as such practices erode their sales volume. However, the silver lining is that the customers are increasingly becoming conscious of such malpractices perpetrated upon them and, the business houses that too have become concerned about the arrest of the rampant growth of such practices. One initiative of the business organizations is their*

*preference for the use of holograms to differentiate the duplicate from the original products. The study delves into the customers awareness and perception regarding the efficacy of holograms to stifle the unstinted growth of this menace .*

**Keywords:** *Holograms, Perceptions, Legal Provisions, Preventive Measures, Awareness.*

### Introduction:

The market in Patna is flooded with counterfeit products. In fact, Patna is considered to be one of the hubs for the sale of counterfeit products. It is ironical that the customers, though aware of the malpractices that are perpetrated upon them by the sinister design of unethical marketing, still find themselves at the receiving end. It is startling to take a note of the fact that the rampant practice has even pervaded throughout the different product categories.

No doubt, a concerted effort is called for the arrest of such evil designs. Though 'Jago Grahak Jago' campaign for consumer awareness regarding the counterfeit products was a good initiative in this direction, the million dollar question still remains the same, i.e., "How could the proliferation of the counterfeit products be curbed?"

'Hologram' is being considered as an effective measure to check the relentless growth of the counterfeit products by the marketers today.

This study focuses on analyzing the customers' perception regarding the efficacy of holograms to

### Divya Darshna

ASPASM III, Session: 2015-2018,  
Patna Women's College, Patna University, Patna,  
Bihar, India

### Sambhavi Raj

ASPASM III, Session: 2015-2018,  
Patna Women's College, Patna University, Patna,  
Bihar, India

### Shail Nandini

ASPASM III, Session: 2015-2018,  
Patna Women's College, Patna University, Patna,  
Bihar, India

### D.K.Singh

Assistant Professor, Deptt. of ASPASM,  
Patna Women's College, Bailey Road,  
Patna-800 001, Bihar, India  
E-mail : drdksingh@gmail.com