



A Study on Encountering the Counterfeit Products through Hologram in Patna

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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

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counteract the proliferation of counterfeit products in Patna.

Objectives of the Study :

The objectives of the study are as follows:-

1. To find out the level of awareness regarding the counterfeit products in Patna.
2. To enquire regarding the availability of the counterfeit products in the city.
3. To find out whether holograms can stop the counterfeiting of products.

Hypotheses of the Study :

The hypotheses of the study are as follows:-

1. The level of awareness regarding the counterfeit products is low.
2. The availability of the counterfeit products in the city is high.
3. Holograms can stop counterfeiting.

Limitation of the Study :

1. The study is of limited validity as a smaller sample size was deliberately chosen for the purpose of an intensive enquiry.
2. The study is of limited reliability as the veracity of the claims of the respondents might be doubtful.

Methodology:

1. The research design is descriptive.
2. The study is based on the primary and secondary sources for the purpose of data collection.
3. For collecting primary data, respondents were covered through administering a questionnaire.
4. For collecting secondary data various relevant books and websites related to holograms were scanned.

Sample Size: 250 respondents

Sample Technique: Convenience Sampling

Findings:

Table 1. Awareness of holograms among customers

Most of the customers are aware of holograms.

Table 2. Checking of the holograms

Most of the respondents check holograms while buying the product.

Table 3. Ability to distinguish between counterfeit and original product

Almost all the respondents know well about the ways to distinguish between a counterfeit and an original product.

Table 4. Likeliness of buying a counterfeit product

Most of the respondents usually buy less of counterfeit products.

Table 5. Awareness of any law regarding counterfeit products.

Most of the respondents were not aware of any laws regarding counterfeit products.

Table 6. Availability of counterfeit products.

The availability of the counterfeit products is high in the market.

Table 7. Holograms can stop counterfeiting.

Most of the respondents agree that the holograms can stop counterfeiting of the products.

Suggestions:

1. Customers should be made aware of the holograms.
2. Before buying products, customers should check for the holograms on the product.
3. The customers should raise their awareness level and be able to distinguish between the counterfeit products and the original products.
4. The customers should be alert while buying products as they might end up buying counterfeit products.
5. Customers should make themselves aware of various laws related to the sale of counterfeit products.
6. The availability of the counterfeit products in the market should be curtailed to a greater extent by frequent raids by the authorities concerned.
7. The holograms can effectively check the proliferation of the counterfeit products.

Conclusion:

This study focuses on analyzing the customers' perception regarding the efficacy of hologram to the unrelenting growth of the counterfeit products in Patna. The study concludes that most of the respondents are aware of holograms. The maximum number of respondents prefer the products with holograms. The customers should be able to distinguish between the counterfeit product and the original products and thereby safeguard their interest.

Hologram is being considered to be an effective way out to check the relentless growth of counterfeit products in the market.

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Table 1. Awareness about holograms in Patna

| Awareness | Preferences | Percentage |
|-----------|-------------|------------|
| YES | 200 | 83.3% |
| NO | 40 | 16.7% |
| Total | 240 | 100% |

Table 2. Checking of the holograms

| Checking Alternatives | Response | Percentage |
|-----------------------|----------|------------|
| YES | 183 | 76.25% |
| NO | 57 | 23.75% |
| Total | 240 | 100% |

Table 3. Ability to distinguish between counterfeit and original product

| Alternatives | Response | Percentage |
|--------------|----------|------------|
| YES | 225 | 93.75% |
| NO | 15 | 6.25% |
| Total | 240 | 100% |

Table 4. Likelihood of buying a counterfeit product

| Likelihood | Response | Percentage |
|------------|----------|------------|
| Likely | 66 | 27.5% |
| May be | 99 | 41.25% |
| Not at all | 60 | 25% |
| Total | 240 | 100% |

Table 5. Awareness of laws regarding counterfeit product.

| Awareness | Response | Percentage |
|-----------|----------|------------|
| Yes | 102 | 42.5% |
| No | 138 | 57.5% |
| Total | 240 | 100% |

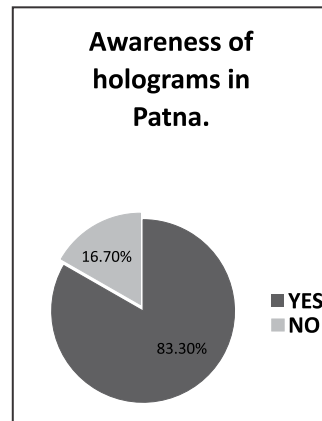
Table 6. Availability of counterfeit products

| Availability | Response | Percentage |
|------------------|----------|------------|
| Available | 111 | 46.25% |
| Easily available | 108 | 45% |
| Not available | 21 | 8.75% |
| Total | 240 | 100% |

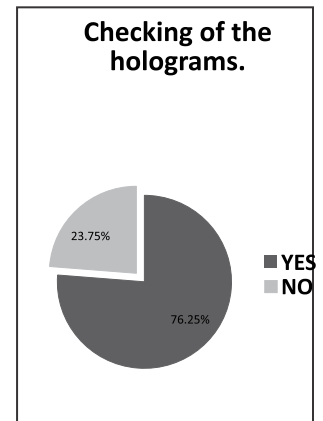
Table 7. Holograms can stop counterfeiting of products

| Measures | Response | Percentage |
|----------|----------|------------|
| Yes | 177 | 73.75% |
| No | 63 | 26.25% |
| Total | 240 | 100% |

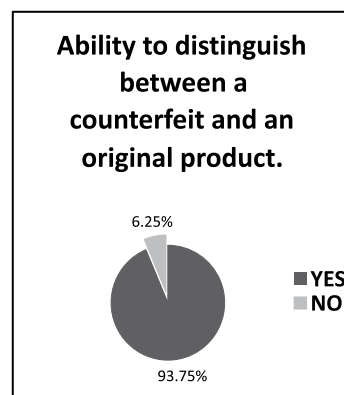
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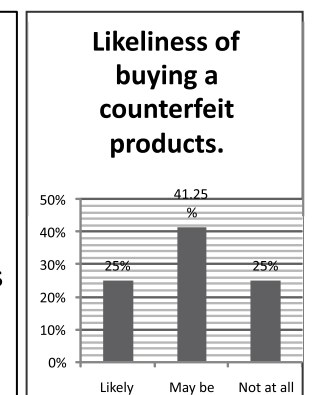
Graph 1.



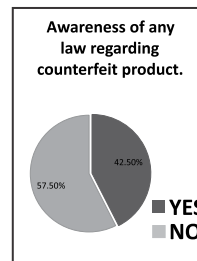
Graph 2.



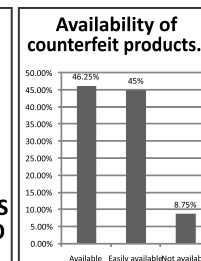
Graph 3.



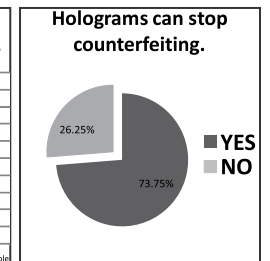
Graph 4.



Graph 5.



Graph 6.



Graph 7.

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