



**ORIGINAL RESEARCH PAPER**

**Home Science**

**PREVALENCE OF COUNTERFEIT PRODUCTS IN PANTNAGAR CAMPUS MARKETS**

**KEY WORDS:** Counterfeit, Consumer, Physical characteristics

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**ABSTRACT**

Product is produced in any of the markets with in various parameters like packaging, brand, graphics, label, price, particular size etc. The substandard quality products are offered in the market with slight variation any of such parameters. Such counterfeit products increase the profit margin for the producer of these products but offered deteriorated quality of products to the consumer. Counterfeiting is generally perceived by society as a victimless crime with 'fakes' simply constituting a cheap alternative purchase and seen by criminals as having a low risk of prosecution with light penalties relative to the large profits to be made. The reality is that the international trade in counterfeit products is estimated to exceed six per cent of global trade. It is not only damaging to business and investment opportunities but is also having a negative impact on society and the global economy. In depth survey of various markets including weekly haat will be done in G. B. Pant University of Agriculture & Technology Pantnagar. Survey this market and identifying counterfeit products. Area will be limited to cosmetics, food items and medicines. An attempt will be made to compare the counterfeit products physical characteristics with that of original one to point out the variations.

**Introduction**

In fast moving life consumers do not have too much time to spend in first identifying, evaluating and then purchasing goods and services. It is also not easy to identify the counterfeit products because the colour, size, shape, packaging, trademark, labeling and price are same as the original products. Many of the consumers are not fully aware about counterfeiting of the products. Counterfeit of branded products are a major global problem with the value of counterfeit products running, where as a wide range of products are available in the markets but consumers knowingly engage in purchasing fakes particularly in same product categories such as specialty apparel, cosmetic, food prescription drugs, computer software etc. The product are selling them in the name of the designer or branded products and earn high margin of profit and reducing the profit margin of the original manufacture. However, the counterfeit products problem affects not only products whose brand name also. The serious problem of counterfeit products are increasing more and more tainted as the level of knock-off (imitator, they are not identical to the original but similar to substance, name, form, meaning of intent to an acknowledged and widely known products and services) and other counterfeit products. Over 50% of websites concealing their physical address are selling counterfeit medicines. It also estimates that over 30% of pharmaceuticals in developing countries are fake, stating that "anyone, anywhere in the world, can come across medicines seemingly packaged in the right way but which do not contain the correct ingredients and, in the worst-case scenario, may be filled with highly toxic substances. According to an investigation into counterfeit cosmetics by the Daily Mail, counterfeit MAC eyeliner bought on Amazon was found to have contained 46 times the acceptable level of copper in the eyeliner. The high level of copper makes the eyeliner unacceptable for use on eyes. In 2011, police seized 8.9 million counterfeit goods items in France. Half of the products that were seized within the country were luxury goods items, such as clothes, sunglasses, and cosmetics. In 9 of the key retail sectors of Russia, such as alcohol, shoes, tobacco and cosmetics, sales of counterfeit goods made up to 24 percent of all sales. The sales of counterfeit products in Indonesia causes tax losses in 2010.

The range of counterfeit products is extremely broad and the trends indicate that counterfeiters no longer confine their activities to luxury goods but increasingly are exploiting consumer goods, including everyday items such as baby food, medicines, cosmetics, aircraft and vehicle parts. This is not only illegal but constitutes a serious threat to public health and safety, since these counterfeit products are not subject to safety checks. The World Health Organization estimates that around 10 percent of all drugs around the world are counterfeit. Counterfeiting within the cosmetic and

fragrance sector is a significant problem on a global scale. Despite popular opinion, counterfeiting is a problem for low and high value items alike. The One-third of all drugs taken around the world is counterfeit. The fake drugs and other poor-quality drugs are causing resistance and failure of treatment. Counterfeiters are widely known to reproduce expensive items, but there are also documented incidences of low value counterfeits such as shampoo and toothpaste etc. Companies and industry associations report that the quality of packaging used by counterfeiters is also improving, making it difficult for both consumers and enforcement personnel to distinguish between real and fake goods.

**Need for identification of counterfeit products**

Counterfeit are the unlawful imitative manufacturing of products and services that are protected by owner's intellectual property rights for earning profit and this trend has increased for the time being. It is estimated that counterfeit represent 7% of world production. Normally the consumer is aware of the faked object and it is usually sold at a fraction of the original price we called 'pricy'. It is some time known as a 'non descriptive' fake. In other categories super fake products are replica of trademark designs of branded products, it is made by legitimate craftsman and the raw material is usually of good quality. They only item missing from the original are emblem or brand name. In the market generally two kinds of counterfeit products are available in commodities and the counterfeiting of symbols attached to products.

**Types of products are counterfeit**

Counterfeit involves purchase where a consumer not aware that the products they are buying is a counterfeit as an often in case in categories such as automobile parts, electronic items and pharmaceuticals. Consumer is typically aware that are purchasing counterfeit which is non-descriptive form of counterfeiting. It is practically in the cosmetic, food and electronic items. Counterfeit goods include not only clothing, jewellery, purses, CDs and DVDs, but also medications, cigarettes, electronic equipment and automobile parts etc. Whereas consumer are often able to distinguish counterfeit from genuine brand based on difference in price. The distribution channels and the inferior quality of the product itself. In rapid industrialization are also contributed to a new batch of improved fakes, now design and order their fake goods in low-wage, while both of supply and demand is continuously increasing. The wide spread availabilities of counterfeit products create the wrong image among the consumer and diverts purchases from genuine products. In deteriorates the quality of the products, affects health of the consumer, reduces the net satisfaction and pollutes environments. Spurious products create more economical loss and problem that

may result to serious implications particularly on the critical safety applications as well as is a block spot of the market. Consumer must be aware of the sale and purchase of goods in health and security aspects. Ensuring the safety of food items sold in the market is essential there tools. Legal measures for consumer safety and consumer awareness must be uniform a transparent in terms of prices, quality of goods and stocks.

Impact of using counterfeit products on human being and their environment Counterfeit is a victimless crime, it has many far reaching consequences, to being with depending upon the nature of the product being counterfeited. There can be a serious health and safety concerns for consumers, such as in examples of cosmetics, food items and medicines etc. that are not made with the same quality materials or to the same high standards as the original. In the using counterfeit products they are facing lot of problems like irritation of the eyes, nose, and lips face using cosmetic products. Food poisoning, acidity, wheezing, coughing, chest tightness, and breathing difficulties, worsening of existing lung and heart problems, such as asthma, etc are problem in using counterfeited food items. Another problem like irritation, red spots, swelling etc. are facing problem in using counterfeited medicine. Counterfeit products are mainly made of or using laid, silica, coal dust, and glass hugs of amounts they are affects the human body.

Counterfeit products are also affects the environment because using of counterfeit products they are directly or indirectly affects the environment pollution. If the counterfeit products are not treated properly, decomposed and purified (decay) may take place. In counterfeit products proper recycling procedure are not in used to create environment pollution. In day to day production of counterfeit products are increased and its adverse effects on the environment. So our prime duty to minimize or to control the counterfeit products that are directly affects the human being and their environment.

**Guidelines to refrain to consumers from the purchase of counterfeit products:**

- Always check Batch number of the products especially in case of medicines.
- Duly registered trade/brand name should be preferred for consumption.
- Always check for the List of ingredients and quantity used and compares it with you requirements.
- Be observant regarding net quantity of contents in terms of weight, measure of quality or safety.
- Read complete label to understand the means of taking care of the products, Instructions for use and storage methods
- Check for manufacture’s name/brand name /trade name , address of manufacture /company locale etc
- Always check for Standardized symbols as well certification marks.
- Every particular in checking the date of manufacturing, date of packing and date of expiry of the products.
- Imported food products must contain the name and address of the Indian importer.
- Check for appropriate warnings i.e. flammability, toxicity, corrosiveness etc.
- The conditions under which products have to be stored (keep refrigerated, keep frozen etc) should be strictly followed.
- Retail sale price should be checked.
- Always check for packaging of the products

**CONCLUSIONS**

Now a day, consumer is more conscious for their needs and preferences to get maximum satisfaction from different goods and services. Every one of them spend some time for evaluating a product before purchasing it because in the market more product are same and consumer are not identified that which product are original and whereas which is counterfeits. Consumer familiarity with the counterfeit product is especially important as consumption of such products not only resulting comparative economic losses but also affect the user’s health. Counterfeit products are also having a negative impact on society and the

global economy. Identification of prevailing counterfeit products and its comparative documentation will serve as an awareness guide for consumers. It also differentiates identified between counterfeit and original products.

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