Fake Love: Brand love in the context of counterfeits

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Love for the brand...

- Brand love – an antecedent to
  - Loyalty
  - +WOM (Carrol and Ahuvia, 2006)

- Most loved brands
  - Also the most popular (Robert, 2005)
Side effect of popularity

Popularity

- Imitations
- Me-Too brands
- Counterfeits

Maximizes on the pull of the original brand

People of buy these brands

Unknowingly

Knowingly

Maldonado and Hume (2005)

Penz and Stottinger (2005)

Grossman and Shapiro (1988)
Why people buy counterfeits knowingly? Is it love?

- Conformity
- Conspicuousness
- Personal Aspect
- Brand Experience
- Adventure

A similar effect will be seen when exploring the antecedents to the love for the brand, when comparing original-purchasers and counterfeit purchasers.

Jiang and Cova (2012)

Conformity and Conspicuousness

Personal Aspect

Brand Experience

Adventure

Indicators and Antecedents of Brand Love

Passion driven behavior
Self-Brand Integration
Positive Emotional connection

Long term relationship
Anticipated separation distress

Batra, Ahuvia, and Bagozzi (2012)

Hedonic Brand
Self-expressive Brand

Carrol and Ahuvia (2006)

Self-expression
Self-presentation

Inner-Self
Social-Self

Wilcox et al. (2009)
Carroll and Ahuvia’s (2006) conceptualization of Brand Love

- Hedonic Brand
- Self-expressive Brand
- Inner-Self
- Social-Self

Brand Love

- Brand Loyalty
- +WOM
- Self-expression
- Self-presentation

Carrol and Ahuvia (2006)
Wilcox et al. (2009)
Carroll (2004)
Model

Inner Self

Social Self

Brand Love

Brand Loyalty

+WOM

PLS
Multigroup
Comparison
Between
Original-purchasers
And
Counterfeit-purchasers
Scales and data collection

- Adapted scales (7 point Likert)
  - Carroll and Ahuvia (2006)
  - Wilcox et al. (2009)
  - Carroll (2004)

- Data collection:
  - Undergraduate students from Delhi, India
Operationalization

- The respondents were asked for a brand they had good experience with
  - Specific apparel brand
  - Particular product line (T-shirts, trousers etc.)

- Responses on scale questions were asked on the basis of the above

- Vignette was presented to gauge counterfeit buying intention
Vignette

• “You face a choice. You now have the opportunity to buy an imitation of the same product at a much cheaper price than the original. The imitation sports the same design, color, and logo of the original brand. The quality of the imitation is very good and there is very little chance that someone will be able to discern between an original and the imitation at hand.”

• “I might consider buying the imitation if the price is right.”
• “I might consider buying the imitation if the price of the original is much higher than it deserves.”
Data

- A total of 656 fully completed questionnaires were collected
  - Counterfeit purchasing tendency – 165 (25%)

- Female (27%)

- Multi-group PLS
(Original buyers) – (Counterfeit tendency)*
Discussion

- Both the original-purchasers and counterfeit-purchasers love the brand
  - Reasons for this love is different

- Social-self is a stronger reason for +WOM than Inner-self
  - Strong direct effect on +WOM by counterfeit-purchasers

- Varied reasons for Brand love
  - Might define different kinds of Brand love
  - Might have different consequences

- Study shows the mindset of people who might be counterfeit purchasers – but not necessarily are
Contributions

• Furthering the understanding of Brand love
• Insights into the minds of the counterfeit-purchaser
  • Attraction
  • +WOM tendency
  • Brand Loyalty

• Indirect support to the idea that
  • “Loud luxury” will be a more lucrative target for counterfeiters
Limitations

- Small sample of respondents who were categorized as counterfeit-purchasers (or who showed counterfeit-purchasing tendency)
- Other factors which might affect counterfeit-purchasing tendency were not included
- + Word of mouth measure does not differentiate between
  - + WOM for the Brand
  - + WOM for counterfeit versions of Brand (sources, benefits, etc.)
Confusions

- When we measure brand love, are we measuring...
  - Love for using the brand, or
  - Love for the brand + company behind the brand

- Same can be asked for Loyalty (maybe even +WOM)

- Should there be a separate construct for “love of using” and “love the brand/company”
Future research

- Different types of brand love
  - Love to use the brand – benefit it, reciprocate
  - Love to use the brand – steal from it, enjoy cheating it
    - Carroll and Ahuvia (2006) scale – only on use and positive emotions from use
  - Consequences and Antecedents for these types
- +WOM types in case of counterfeit purchasers
- Loyalty scales – not just choosing brand, but benefiting it
  - Loyalty to usage checked
  - Not loyalty to brand i.e. benefiting it
Thank You