

The dark side of counterfeit luxury goods

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Abstract: Poster

In recent years, the global counterfeit markets were estimated at US \$600 billion annually (Lieber, 2014). The prodigious growth of the counterfeit business has led to a severe threat to world trade. The rapid growth of counterfeiting causes not only serious societal problems but also the economic black market (e.g., no taxes or legal business costs, and loss of governments' legitimate revenue). More seriously, it is known that profits from the counterfeiting trade are related to terrorists and criminal groups such as Al-Qaeda, Hezbollah, the Mafia, and the Irish Republican Army (Lieber, 2014, Street, 2015). There is increasing evidence of a connection between funding terrorism, sweatshops (e.g., child abuse), and selling counterfeit fashion products (e.g., handbags, glasses, clothing or accessories). This suggests that the business of counterfeiting as the dark side of counterfeit market is a threat to public safety and human right worldwide. However, today's online counterfeits business has been much proliferated among global consumers, especially young consumers. These websites can make the viewers be able to access to buy the counterfeits more easily and fast than before. Thus, it is very important to understand the dark side of fashion counterfeits business more deeply. Therefore, the purposes of this research were to examine prevalence of fashion luxury counterfeit products online, and investigate negative aspects of counterfeit product consumption. For this study, research method was used for collecting data on the prevalence of fashion counterfeits in web search such as LVMH, Gucci, Burberry, and Hermes. The results provide better understanding of the impacts of selling and buying of fashion counterfeits in future. Based on the results, this study provides significant implications such as some strategies to convince consumers not to purchase counterfeit products, and to educate young consumers' counterfeit consumptions.

Key words; Fashion, Counterfeits, Black market, Dark side

References

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