

**“Consumer Risk Perception on Copycat Products:  
A Psychological Approach.”**

This report is submitted to the School of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration.

# **“Consumer Risk Perception on Copycat Products: A Psychological Approach.”**

## **Submitted To**

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**Date of submission: 15<sup>th</sup> February, 2022**

## Letter of Transmittal

15<sup>th</sup> February, 2022.

Sarker Rafij Ahmed Ratan

Assistant professor

School of Business and Economics

United International University

Subject: Submission of Project report on “**Consumer Risk Perception on Copycat Products: A Psychological Approach.**”

Dear Sir,

With due respect, I would like to submit the report of “**Consumer Risk Perception on Copy Cat Products: A Psychological Approach**” which you authorized for my project.

Thank you for authorizing me to make this report. It was very fruitful and I gathered a lot of knowledge working on it and had some experiences which improved my skills. I will be looking forward to work with you in near future again.

I worked for the report and conducted the study in cooperation with my supervisor. The report exposed both positive and negative impacts & this project report describes the idea & influences comprehensively.

Considering these findings, the report identifies several ideas that can be implemented to measure the influences.

Sincerely,

Md. Ibrahim Khalil

ID: 111 161 084

United International University

## Declaration of the Student

I am Md. Ibrahim Khalil, a student of Bachelor of Business Administration with a major in Marketing (ID: 111 161 084), and I would like to make a solemn declaration that the project report on "**Consumer Risk Perception on Copycat Products: A Psychological Approach**" has been submitted. Which I have truly prepared. I did not knowingly break any copyright laws while creating this paper. I further declare that I did not submit this report anywhere for the purpose of receiving a degree, diploma, or certificate. I further affirm that the report was written only for the purpose of meeting my academic requirements and not for any other reason.

Regards,

Md. Ibrahim Khalil

ID: 111 161 084

## Acknowledgement

In today's competitive environment, there is an existence race in which those who have the desire to succeed win. The project report functions as a link between theoretical and practical activity.

First and foremost, I want to express my gratitude to the highest force, Almighty God, who has always directed me to work on the correct road in life. This thesis report would not be possible without his help. Next to him, my parents, to whom I owe a debt of gratitude for raising me with love and encouragement to this point.

I'd like to thank my project supervisor, Mr. Sarker Rafij Ahmed Ratan, Assistant Professor, United International University's School of Business and Economics, for his advice and assistance throughout the thesis report.

I'd want to express my gratitude to my organization's employees, particularly my supervisor (Mr.Sarker Rafij Ahmed Ratan), for his unwavering encouragement and assistance in finishing my project report. Also, thank you to the other faculties of my university, Chairman Sir, and Vice Chancellor.

Finally, I'd want to express my gratitude to my friends for their insightful input, thoughts, and recommendations during the preparation of my thesis report, work, and presentation. I don't have the words to convey my gratitude, but my heart is still full with blessings from everyone.

## **Executive Summary**

The trade of individual brands can be a character of businesses. A company can build a brand image by promoting its goods or can build its brand equity and bring such symbolism to their substantial goods to prevent imitate products. Expenses of promotion to the distributor are almost an order of import lower than that to a company for this reason ape companies are trying to manufacture lookalike products. In spite of their essential asset in managing brands, some company has frequently accepted to imitate the production of well-established companies. So, ambition of this project report is to check brand loyalty on the buyer feedback to copycat act. An analysis in the design of questionnaires was attended among 100 individuals' sample. The outcomes express that if a customer is loyal to a brand, then it does not impact the approach of closeness around the main brand and the copycat. After all, apes from main brands will together develop the generic idea of the main brand. Moreover, buyer's trustworthiness of the imitated brand will decrease when the main brand will advertise copycat behavior. The implication of this study recommends that main brands should not consistently observe apes as a anti issue, as it can develop the total opinion of the main brand in the correct place.

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# Chapter One: Introduction

## 1.1 Background of the Study

As the global community grows, corporate and commercial worlds get more complicated for the sake of a competitive business period. "**Consumer Risk Perception on Copycat Products: A Psychological Approach**" is the title of my thesis paper. I believe that the widely disseminated issue of corporate business updates aims to address the most pressing issues in the organization, industry, and infrastructure sectors. The report's section is divided into several contexts, words, variables, and data, each with its own notation to assure the report's reliability. I carefully consider what type of organization conducts it and why so many companies use a copycat product method to entice their valued customers. In our nation, the quality of imitation products, which has been a recent trend in various industries, is thought to be highly associated with market growth.

I discovered the prevalence of copycat items, as well as the customer danger and what kind of psychological approaches they are impacted by if they consume any copycat products. It's also a dimension of consumer skills that they employ at the time of purchase, and it's a type of momentum inertia that occurs when customers desire their items; they accept any brand that comes their way. One of the most important aspects of this is consumer psychology, which may be prioritized not just for these types of items, but also for the whole business restructuring that certifies the user's sovereignty. The majority of companies' thinking patterns are profit maximization; as a result, they cover their product thriving, generating a high-value advertisement concept, branding their product, and measuring the value, among other things. Some businesses also prioritize customer pleasure and employ a wealth maximization strategy.

For this reason, consumer expects better quality from somewhat forms of products but they cannot become their expected quality as well as quantity. It is easily noticeable that real product pricing is so high because their better quality and features but the reality of copycat products that means who copy from actual products of incase pricing is so cheap or proportionately low from the actual product. According to the Bangladesh perspective; these factors include various consumer behavioral attitudes, purchasing decision and finally the intention of business organizations.

Instead of this report added values how copycat products changes the human or consumer psychological system that must be impact on the real or actual product. Sometimes it must be offensive when consumer can have neglected to using the actual product because in this competitive business era there are several kinds of goods in our market place while company effort to make reasonable price product but they cannot maintain proper quality for that reason consumer are always confuse when he chooses their wanted products. Copycat product means lookalikes product but not counterfeit product.

This exploration description aims to discover consumer risk using by copycat products on the psychological approach. In our Bangladesh perspective if I exploration about this phenomenon, I can realize manifold enumerate of companies adhering in the advancement of copycat products and creating brand without any innovation and also, they need to reach to peak of the profitable whereabouts. I also try to ensure the whole exploration statement capture the clear picture in-depth for this purpose that denote psychological approach on consumer risk with copycat products.

## **1.2 Research Questions**

At the earlier echelon of creating any sorts of research report, researcher thinks in mind some suitable question which's answer induced in the whole research at top to bottom. These categories of vivid questions are freely answerable after performing the research action. So, here are few questions:

1. Are there a lot of customers are puzzle during the buying verdict or they choose their product without following slightly sorts of reluctance?
2. Now a day, consumer more use copycat products than original products according to Bangladesh perspective. So, what will be the action for actual product company?
3. How public can be notorious to original vs. copycat product from this competitive business era? Or what should be done to eradicating their risk?
4. Consumer psychology is identical pungent issues which must be fluctuating; for that reason, maintaining big market share is tenacious for famous brand. So, what is the pattern to allure their consumer that they dominate in marketplace?

5. Suppose, for using copycat products companies are try to maintain their excellence. So, what will be choose able procedure in a state of company within a state of customer?

## 1.3 Objective of the Study

This exploration description aims at integrating the upshot of copycat products on consumer behavior with typicality on consumer risk evaluation and also genuine consumer psychological approach imitation. In this research, I rapid that how substantial revolution of a customer after using these sorts of goods. The distinct and clear-cut insight of this investigation was stored in our mind which I can alienated into two appointed regions that we think fruitful. I think this research objective plays vital role not only for Bangladesh but also for South Asian country because the market and competitors' intention are proximately corresponding.

**The main or key objective is these kinds of statements as like:** Basically, it is related with my title-based framework. Thus, it can say that how customer turn aside from their jeopardy before obtaining appearance, what should be done to alternating consumer preference, how consumer can judge origin vs. copycat product reality, is there any damage for real company if consumer use copycat products and finally to identify why consumer psychology must be diversify after using these forms of products.

Another is specific objective which is consisting of these kinds of statements as like:

- Investigating the organizations are involve in to produce copycat products, to recognize that.
- There any affinity of one companies' designer to another which is following through the copycat advertising.
- Providing the suggestion of famous brand that consumer can discover the margin of difference level which is slight from copycat products and also to realize that in our countries.

In these circumstances why more company, organization or multiple types of firms are want to

coefficient their expansion regarding by this method although our government amendment is not sticky.

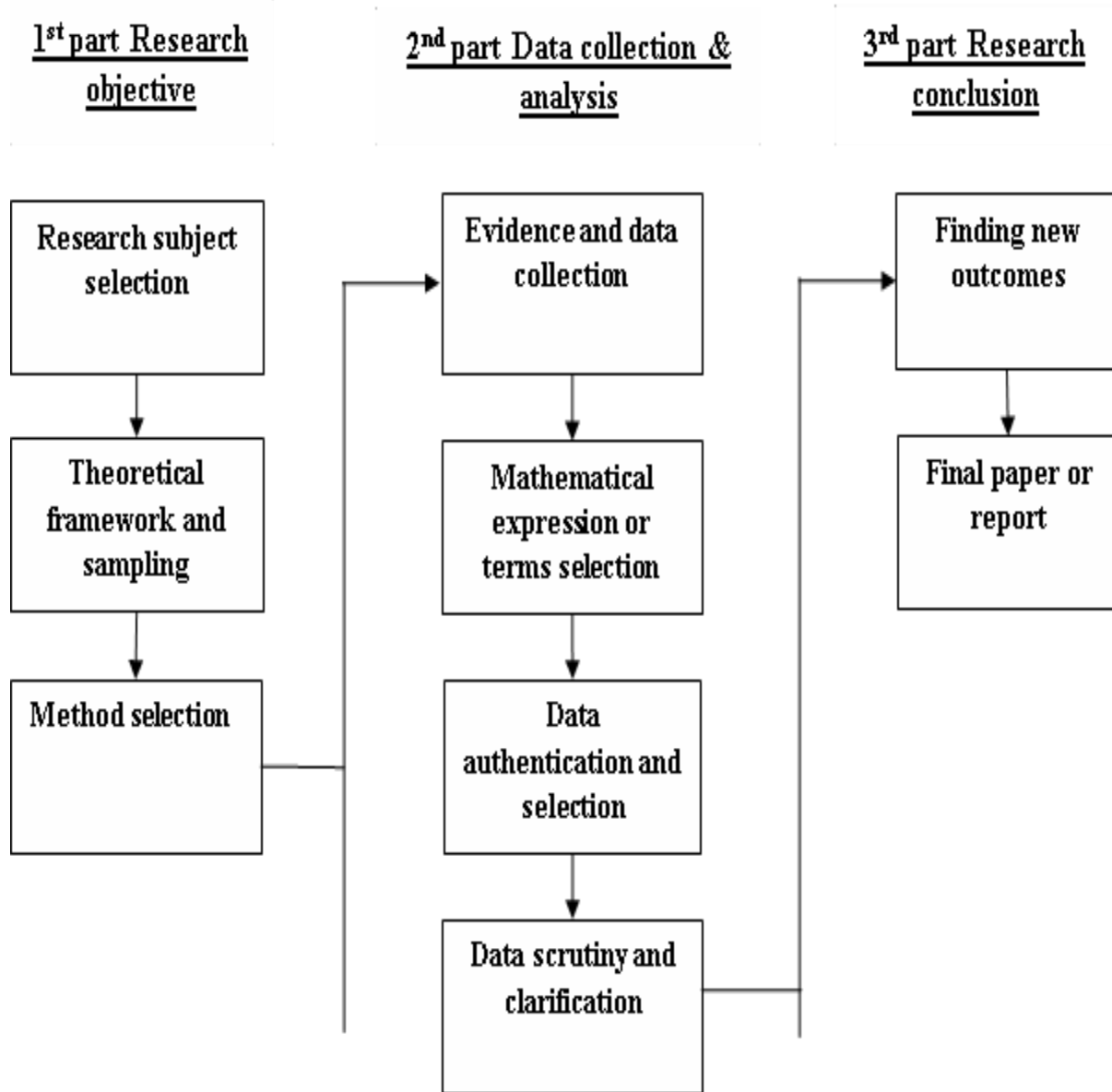


Figure: 1 Represent the conceptual framework to discovering notion and during actions.

I can generate a conceptual frame work; from where I can pleat lots of idea at a glance about this study description. So, in this an imaginary agenda that I indicate it by **Figure-1** which represent dimensional work.

## 1.4 Research Gap

Author names	Research Gap
1. Andre LE ROUX Marinette THEBAULT Yves Roy Francois BOBRIE, (2016)	It is grounded on an inadequate measure of product modules and brands and second, their consequences are strained from a suitability sample. These limits prejudice generalization to other product categories and brands or to the entire population.
2. Nine Vaflen Olson James E. Salis, (2010)	The evolutionary progress of the provider brand marvel is motionless not established. The popular of provider brands are still copycat goods, consequently the project is fairly emaciated. Since this is clearly the trend, future research should be emphasized.
3. Ashley Lye Wei Shao Sharyn Rundle- Thiele Carolyn Fausnaugh, (2005)	Future research needs to address how images are interconnected and organized in the mind of a competent choice maker, how this hypothesis network of the images is made up completed time.
4. Steven Lysonski Srinivas Durvasula, (2013)	Customer choice construction elegances is alteration gradually. Since globalization is pervading even inaccessible chunks of the world, they can question how verdict construction styles are being transformed elsewhere.
5. Vincent-Wayne Mitchell Vasilios Papvassiliou, (2000)	For next time they can collect information overload should be considered, because confusion is a result not only of the volume of material accessible, but likewise of in what way it is attainable.
6. Josephine Pickett- Bffker, Rtsuklao Ozak, (2008)	They conveyed that green goods were not commonly marketed in a way that predominantly affianced them.

7. Leonerd Sharmmen, (2017)	Resource constraints denotes a barrier to disruptive technology development is the allocation of corporate resources. Organizational barriers denote a number of common organizational behaviors impede corporate entrepreneurship and obstruct the development of disruptive technologies.
8. P. Trott and A. Hoecht University of Portsmouth, Portsmouth, UK	Research needs to be undertaken in different industry and different country settings with the aim of develop this alternative perspective further. Further research on forging and mock with an alternative perspective that recognizes the positive contribution that copying can make to new product development.
9. Eric Schmidbauer, Dmitry Lubensky, (2017)	To a limited degree then, our firm has approximately switch and finished its product's quality. In this thought consist of threshold disclosing type must be post incentive compatible.
10. Raoul Bell & Axel Buchner, (2017)	Negative effects of disruptive advertising in addition to documented. They know that better brand recognition is paralleled by transformations in brand preference.

## **Limitations of the Study**

This research has a number of limitations. To begin with, the emphasis was solely on the imitation products business. When assessing items from different product areas, consumers may utilize different criteria. This implies that various product groupings may have different standards for evaluating copycats. Furthermore, while the focus of this work was on the imitation of product attributes, the results may not necessarily apply to packaging design or brand logo imitation. More study with the usage of other items is needed to see if the findings in this work are prevalent across multiple product groupings and brand features. Second, there is room for improvement in the management of objective similarity. Finally, the identification of the leading brand and the influence it has on copycat appraisal were not investigated. Depending on the identification of the follower brand, distinct variances in the appraisal of both the leader and follower brands were discovered. This implies that various leading brands might elicit different reactions from customers. Future study should go deeper into this area to learn more about the elements that influence how customers react to copycats and the companies they imitate. I will resolve these types problem to our next research in near future. Further research and analysis can be made using the latest phenomena.

## Chapter Two: Review of the Literature

In literature review part research says copycat products, consumer psychological approach and consumer risk are clearly differed from each other. A copycat product is a precise reproduction of an original item or an exact replica of branded products which do not ensure the product liability that means the assurance, class and amount also. Copycat product must change the intention of reliable consumer for that reason majority of market share are drooped out from any famous company or brand.

Psychological approach and consumer risk are commonly attached with the branding product that an organization want to grab to their consumer to earning their expected profit. "Copycat and mock are vivacious subjects for products, brands and consumers. In an attempt to benefits from the brand image of leader, many companies attempt to copy well-known brands." (Ven Horren and Pitters, 2012). "A counterfeit is not perfect direct copy usually having mediocre eminence, while not always" Lai and Zaechkowsky (1999). In addition, the previous work of this sector refers that I find out from external articles can shows us the originated product of the quality must be varied from copycat products. Research says, if consumer is getting copycat product in a onetime their trust must be move to other branding company.

Achieving goodwill and creating a brand identity is so difficult for any types of business organization or company for that kind of reason maximum nascent company and entrepreneur are take this method of copycat product without any thinking of future. "Essentially, tendency simulated is conceivable due to hardly construed for knowledgeable stuff which is the general incongruence between empirical indication related to imitation practices legally acceptable in some country court system." (Bird, 2007; Edererand Preston, 2011). "Typicality, along with brand commitment, inspirations consumer's responses to relative and non-comparative advertisements. These schoolings display that typicality is an imperative notion that elucidates consumer's responses to brand allowances, product derivation or swaying activities." (Pillai and Goldsmith 2008).

In this research work, it expresses the blend of whole mixture part of reason for creating a copycat products and intention of company logically. "Customers are on a journey toward greater

affluence, and your job as a marketer is to understand the realities of that journey” (D’Andra 2010).

In-depth analysis of this exploration story signifies some unproven statement that is a serving of the review question besides the ratio of clearing difference between organizational competence to creating copycat products. “The environmentally conscious consumer in particular faces a mindboggling array of choices”. “Pledge-dissection”, which comprises abolishing market slices by falling products, or fusing market segments by inducing customers of differentiated products or services to accept more simplified, multi-purpose products with general appeal across segments and lower prices,” (Resnik1979).

However, this following research report consists of the kin among consumer and organization along with their effectiveness and efficiency. It can be robust indication for those who can take external data about this relevant topic. “The business and management literature are full of examples of the maltreatment that phony activities can do to established companies”. (McDonald and Roberts, 1994; Chow, 2003). “This refers to those products that are copies of items where the customer will be aware that the item”. “Goods that are extremely similar to the copied originals, yet do not cause confusion because these goods feature their own brand name, logo, etc”, (Bird, 2007; Tushnet, 2008). “For in height representative brands, clients be liable to transmission relatives from the parent brand to the new allowance; in addition, demonstrations that typicality is a noteworthy aspect in influencing customer’s evaluation of products origin.” (Spielman 2016).

Typically, this part suggests the previous working result, formation, assumptions, and some famous quotes which must be pertinent to the theme of the designation. From these types of data, I can say that copycat products are not same as actual or original product and does not provide the all varieties of excellence and features which they mention in their advertising or packaging.

<b>Author</b>	<b>Focus of Study</b>	<b>Methods</b>	<b>Key Finding and Conclusion</b>
<p>1. Andre LE ROUX Marinette THEBAULT Yves Roy Francois BOBRIE, (2016)</p>	<p>Brand typicality impression on brand imitations estimation and classification</p>	<ul style="list-style-type: none"> <li>• Qualitative Research</li> <li>• Causal research</li> <li>• It comparison and use Hypothesis methods</li> </ul>	<ul style="list-style-type: none"> <li>• This research aims at integrating the belongings to similarity and typicality on brand evaluation</li> <li>• Customers do not have a leading slant of favorites for unaware atmosphere</li> </ul>
<p>2. Gary Davies, (1998)</p>	<p>Retail brands and the theft of identity</p>	<ul style="list-style-type: none"> <li>• Qualitative Research</li> <li>• Causal Research</li> <li>• Use frequency and sampling</li> </ul>	<ul style="list-style-type: none"> <li>• Brand name significantly impacts brand evaluation, whatever the product appearance</li> <li>• Creating a conceptual and new relationship</li> </ul>

<p>3. Nina Vaflen Olson James E. Salis, (2010)</p>	<p>Processes and outcomes of supplier brand new product development</p>	<ul style="list-style-type: none"> <li>• Qualitative Research</li> <li>• Exploratory Research</li> <li>• Statistical analysis on various goods</li> </ul>	<ul style="list-style-type: none"> <li>• Distributors differ from manufacturers in numerous customs from more market driven products</li> <li>• Consumer psychological approach and attributes</li> </ul>
<p>4. Thiele Carolyn Fausnaugh, (2005)</p>	<p>Decision waves consumer decisions in today's complex world</p>	<ul style="list-style-type: none"> <li>• Qualitative Research</li> <li>• Descriptive Research</li> <li>• Theoretical approach</li> </ul>	<ul style="list-style-type: none"> <li>• Buyer choice-making is vital to marketing</li> <li>• New approach of marketing in consumer psychology</li> </ul>
<p>5. Steven Lysonski Srinivas Durvasula, (2013)</p>	<p>Customer choice creation styles in deal: fruition of mindsets and psychological impressions</p>	<ul style="list-style-type: none"> <li>• Quantitative research</li> <li>• Causal research</li> <li>• Sampling methods</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer susceptibility acted as an explanatory force but it had less of an influence</li> <li>• To grow more sustainability</li> </ul>

6. Vinnt-Wayne Mitchell Vessilios Papvassiliou, (2000)	Marketing causes and allegations of consumer muddle about product & brand supervision	<ul style="list-style-type: none"> <li>• Qualitative research</li> <li>• Causal research</li> <li>• Use six approaches</li> </ul>	<ul style="list-style-type: none"> <li>• Explores the concept of consumer</li> <li>• To achieving new method</li> </ul>
7. Josephine Pickett-Beker, Retsuko Ozzak, (2008)	Pro-eco-friendly products: marketing stimulus on consumer acquisition decision	<ul style="list-style-type: none"> <li>• Quantitative research</li> <li>• Descriptive research</li> <li>• Questionnaire method analysis</li> </ul>	<ul style="list-style-type: none"> <li>• The neutral of this paper is to consider if marketing and branding procedures</li> </ul>
8. Leonard Sherman, (2017)	If your market is a modest dog contest, reflect like a cat, strategy & leadership,	<ul style="list-style-type: none"> <li>• Qualitative research</li> <li>• Exploratory research</li> <li>• Comparison among market goods</li> </ul>	<ul style="list-style-type: none"> <li>• Targeting customers who were poorly served by current goods and facilities</li> </ul>
9. P. Trott and A. Hoecht (2007)	Product forging, non-consensual attainment of knowledge and innovative product advance	<ul style="list-style-type: none"> <li>• Qualitative research</li> <li>• Exploratory research</li> <li>• Sampling theory</li> </ul>	<ul style="list-style-type: none"> <li>• To observe the fiction on fake goods and discover</li> </ul>

<p>10. Areti T. Vogel, Kittichai Watchravesringkan, (2017)</p>	<p>Consumer appraisals of inclination artificial: brand fairness, consumer insolences and fondness</p>	<ul style="list-style-type: none"> <li>• Qualitative research</li> <li>• Descriptive research</li> <li>• Using co relation and Hypothesis methods</li> </ul>	<ul style="list-style-type: none"> <li>• This study pursues to uncover consumer calculations of high-priced traditional retail among luxury brands</li> </ul>
<p>11. Mikko Ketokivi, (2017)</p>	<p>Strategy and organization research in actions supervision</p>	<ul style="list-style-type: none"> <li>• Qualitative research</li> <li>• Descriptive research</li> <li>• Empirical methods</li> </ul>	<ul style="list-style-type: none"> <li>• The Strategy and Organization Department emphasizes on two inter-related topics</li> <li>• Customer and thinking supremacy</li> </ul>
<p>12. Lydia Balsa, Jari Lainec, Godfrey Mugurusid</p>	<p>Evolving Obtaining and Source Organizations: A contingency model for structural alternatives</p>	<ul style="list-style-type: none"> <li>• Qualitative research</li> <li>• Exploratory research</li> <li>• Sampling</li> </ul>	<ul style="list-style-type: none"> <li>• Acquiring and Stream Management is under significant pressure</li> </ul>

<p>13. HanyKim, Svetlana Stepchenkova, (2016)</p>	<p>Considerate terminus atmosphere through visitor's skill: A cross cultural perspective</p>	<ul style="list-style-type: none"> <li>• Quantitative research</li> <li>• Exploratory research</li> <li>• Compare every segment</li> </ul>	<ul style="list-style-type: none"> <li>• Developing a strong, unique and favorable brand can secure a destination's competitive advantage</li> </ul>
<p>14. StellaKladou, Mihalis Kavartzis, Irini Rigopoulou, Eleftheria Salonika, (2015)</p>	<p>The role of brand elements in destination branding</p>	<ul style="list-style-type: none"> <li>• Quantitative research</li> <li>• Descriptive research</li> <li>• Questionnaire</li> </ul>	<ul style="list-style-type: none"> <li>• This article evaluates the contribution of commonly used symbolic elements</li> </ul>
<p>15. Eric Schmidbauer, Dmitry Lubensky</p>	<p>A new versions of products necessarily better product innovation</p>	<ul style="list-style-type: none"> <li>• Quantitative research</li> <li>• Exploratory research</li> <li>• Sampling</li> </ul>	<ul style="list-style-type: none"> <li>• How do clients advise their views about an innovative or enhanced diversity of a goods</li> </ul>

<p>16. Raoul Bell and Axel Buchner, (2017)</p>	<p>Positive Effects of disruptive advertising on consumer preferences</p>	<ul style="list-style-type: none"> <li>• Quantitative research</li> <li>• Causal research</li> <li>• Using experimental methods</li> </ul>	<ul style="list-style-type: none"> <li>• The trials of the contemporary sequence show a highly reliable decoration of results</li> <li>• Verdict belongings among these two terms</li> </ul>
<p>17. Guangzhi Shang, Pelin Pekgün, Mark Ferguson, Michael Galbreth, (2017)</p>	<p>How much do online consumers really value free invention returns</p>	<ul style="list-style-type: none"> <li>• Quantitative research</li> <li>• Descriptive research</li> <li>• Pragmatic design and Hypothesis testing</li> </ul>	<ul style="list-style-type: none"> <li>• To identify business contest for numerous retailers</li> <li>• The dispensation of buyer returns</li> </ul>
<p>18. Prerna Lal1, (2017)</p>	<p>Analyzing determinants deploying an individual's intention</p>	<ul style="list-style-type: none"> <li>• Quantitative research</li> <li>• Descriptive research</li> <li>• Sampling methods</li> </ul>	<ul style="list-style-type: none"> <li>• To novelty popularity of social media skills has primarily contributed</li> </ul>

<p>19. Daniel Kindstrom, Mikael Ottosson, Per Carlborg</p>	<p>Unraveling firm-level activities for shaping markets</p>	<ul style="list-style-type: none"> <li>• Quantitative research</li> <li>• Descriptive research</li> <li>• Using secondary data</li> </ul>	<ul style="list-style-type: none"> <li>• Market shaping is increasingly being recognized as a viable and deliberate market strategy</li> </ul>
<p>20. Petar C. Verholf and Andrew T. Stephen, (2017)</p>	<p>Customer connectivity in an intricate, technology permitted with shrewd goods</p>	<ul style="list-style-type: none"> <li>• Qualitative research</li> <li>• Descriptive research</li> <li>• Sampling methods and empirical context</li> </ul>	<ul style="list-style-type: none"> <li>• To identify customers absorbed in a gigantic and compound array of systems</li> <li>• Exaltation the new variety among these tactic</li> </ul>

## Chapter Three: Research Methods

In order to upsurge interior and peripheral cogency this exploration covers a lot of capricious, data, context, mathematical expression, famous quotes and other essential things which we think fruitful. In this a quantitative exploration; I attach survey portion after collecting the subordinate numbers. My principal data reflects the actual value of my study work and I input it in IBM SPSS software to realize the co-relation, regression, standard deviation, etc. Behind this motive we are not use the excel software for discovery any equation. These sorts of data will be collected by Likert 5.00 scale or asking some verbal question. Secondary data is collected from some authentic research papers, articles, journals, and scholar website also.

This is a descriptive type of exploration because it signifies the designate features of a population or phenomenon. Its container indicated by the WH question which follows through my performing work. I can generate a multidimensional model which denoted by **Figure-1** where I describe or represent how I perform this research proposal and report.

The collected 100 sample or data which will be induced in questionnaire are will be discuss and analyze in our analysis and clarification part. The subordinate data that I gather from different international sources; are provide already the fiction appraisal dimension. While I am writing the total research report, I will be using several types of bar diagram, chart and graph etc.

### Future Outcome of the Research

Apparent behavioral of customer's psychology are more elastic than organization goodwill but at the same age company want to business flourishing with the admiration to this multifaceted shop dwelling. Forthcoming results are solid trademark for somewhat types of investigation that's why it must be in sighted before forming the research report since it is cooperative for next generation who are curious to work with this theme.

This exploration advocates that the agenda for constructing brand uniqueness in chronological order, advertising the products communicating the brand message. After concluding the exploration, I am capable to reply nearly mighty question and solve eventual factors that I precede

in my research question fragment.

In addition, this exploration brings the significance measurement for consumer psychology and their risk that in what way they avoid these forms of products. After finishing the statement, it can be said that in nearly copycat organization creating a booming market in Bangladesh. If government can control this; it will be satisfying for customer otherwise not.

## Chapter Four: Analysis and Interpretation

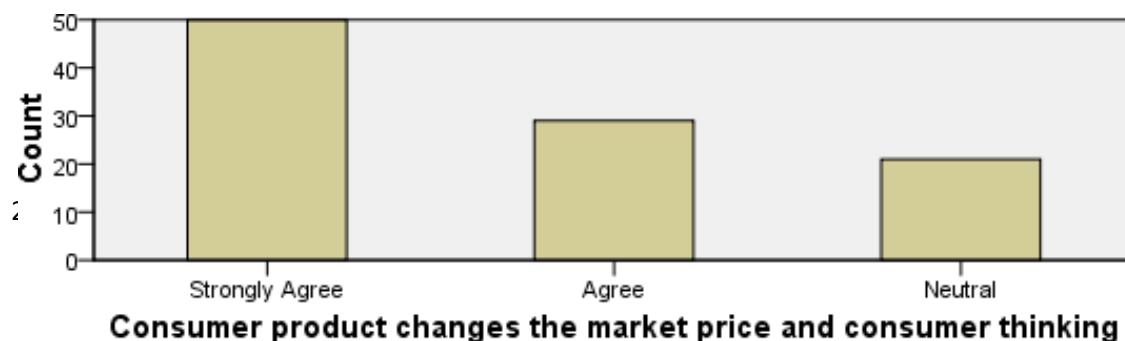
From the research questionnaire I find the response rate and my valuable information which I analysis it in this research/thesis report. This part represents the correlation between the copycat products with consumer psychological behavior based on age, gender, occupation etc. I create twelve questionnaires and I perform correlation based on three consumer factors.

### Correlations

		Age	Consumer product changes the market price and consumer thinking
Age	Pearson Correlation	1	.807
	Sig. (2-tailed)		.041
	N	100	100
Consumer product changes the market price and consumer thinking	Pearson Correlation	.807	1
	Sig. (2-tailed)	.003	
	N	100	100

✓ Correlation is significant at the 0.01 level (2-tailed).

According to the first statement “Consumer product changes the market price and consumer thinking” which refers .807, that means it show the positive high correlation between age and this statement and which is also much significant.

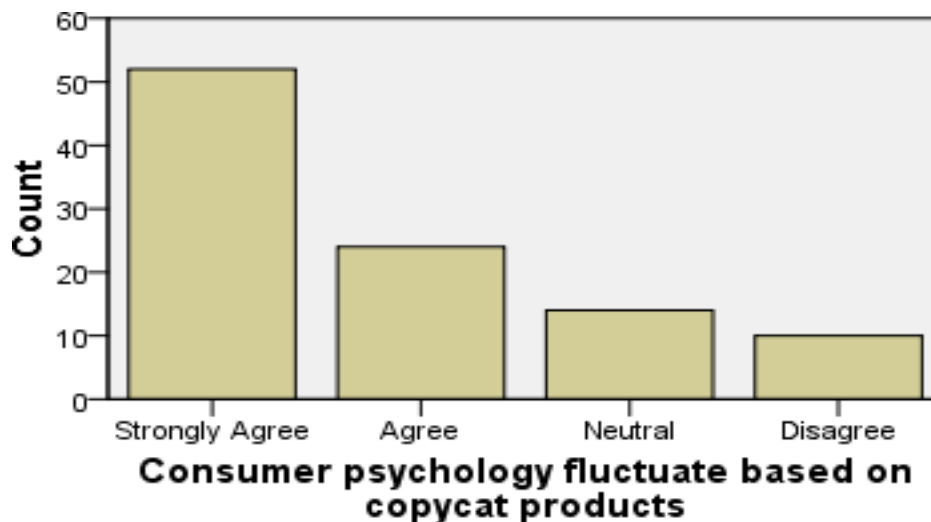


### Correlations

		Age	Consumer psychology fluctuate based on copycat products
Age	Pearson Correlation	1	.836
	Sig. (2-tailed)		.045
	N	100	100
Consumer psychology fluctuate based on copycat products	Pearson Correlation	.836	1
	Sig. (2-tailed)	.099	
	N	100	100

✓ Correlation is significant at the 0.01 level (2-tailed).

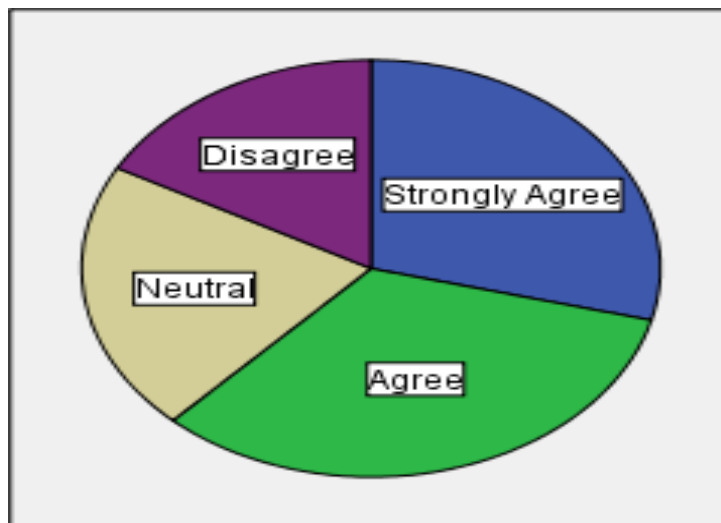
According to the second statement “Consumer psychology fluctuate based on copycat products” which refers .836, that means it show the positive correlation between age and this statement and which is also much significant.



## Correlation

		Age	Market price also effect for the purpose of these type of products
Age	Pearson Correlation	1	.116
	Sig. (2-tailed)		.424
	N	100	50
Marketpricealso effect forthe purpose of these type of products	Pearson Correlation	.116	1
	Sig. (2-tailed)	.424	
	N	100	100

✓ Correlation is significant at the 0.01 level (2-tailed).



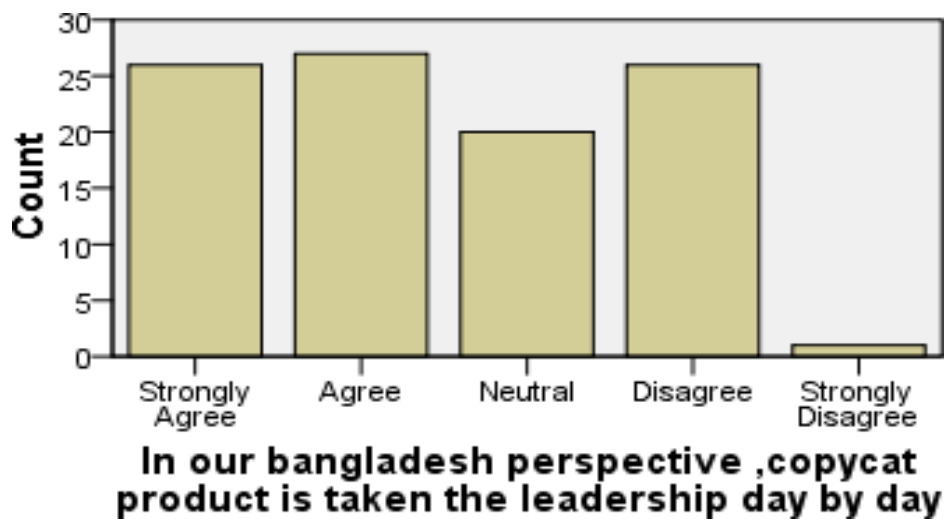
According to the third statement "Market price also effect for the purpose of these type of products" which refers .116, that means it show the positive but low correlation between age and this statement and which is also not much significant.

Correlation

		Age	In our Bangladesh perspective, copycat product is taken the leadership day by day
Age	Pearson Correlation	1	.977
	Sig. (2-tailed)		.044
	N	100	100
In our Bangladesh perspective, copycat product is taken the leadership day by day	Pearson Correlation	.977	1
	Sig. (2-tailed)	.220	
	N	100	100

✓ Correlation is significant at the 0.01 level (2-tailed).

According to the fourth statement “In our Bangladesh perspective, copycat product is taken the leadership day by day” which refers .977, that means it show the positive high correlation between age and this statement and which is also much significant.

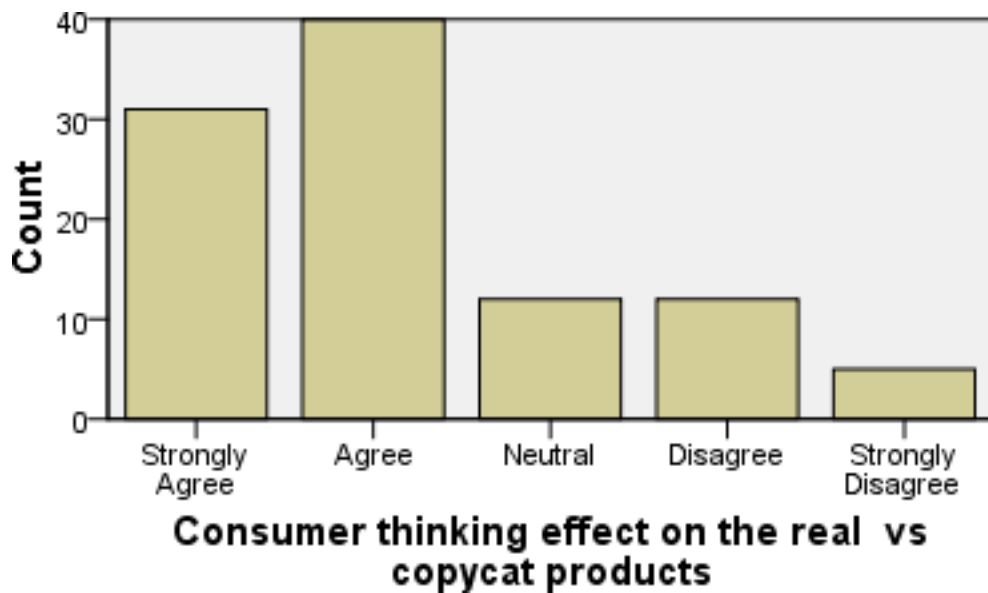


### Correlation

		Occupation	Consumer thinking effect on the real vs copycat products
Occupation	Pearson Correlation	1	.081
	Sig. (2-tailed)		.576
	N	100	100
Consumer thinking effect on the real vs copycat products	Pearson Correlation	.081	1
	Sig. (2-tailed)	.576	
	N	100	100

✓ Correlation is significant at the 0.01 level (2-tailed).

According to the fifth statement “Consumer thinking effect on the real vs. copycat products” which refers .576, that means it show the positive correlation between occupation and this statement and which is also much significant.

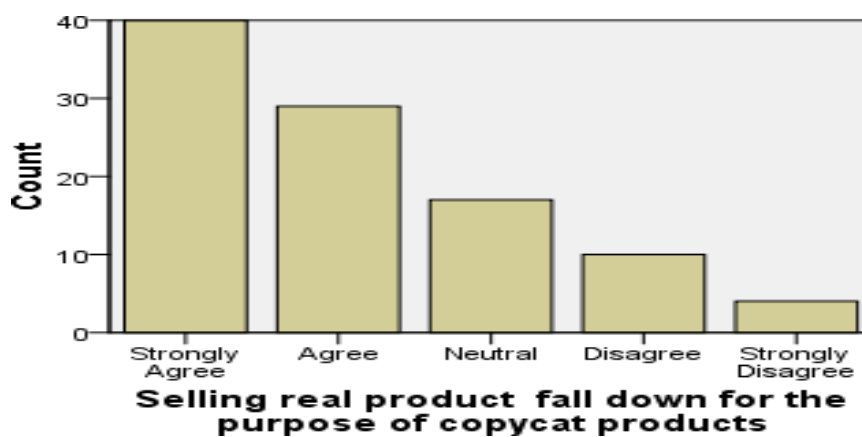


## Correlations

		Occupation	Selling real product fall down for the purpose of copycat products
Occupation	Pearson Correlation	1	-.075
	Sig. (2-tailed)		.605
	N	100	100
Selling real product fall down for the purpose of copycat products	Pearson Correlation	-.075	1
	Sig. (2-tailed)	.605	
	N	100	100

✓ Correlation is significant at the 0.01 level (2-tailed).

According to the sixth statement “Selling real product fall down for the purpose of copycat products” which refers -.075, that means it show the negative correlation between occupation and this statement and which is also not much significant.

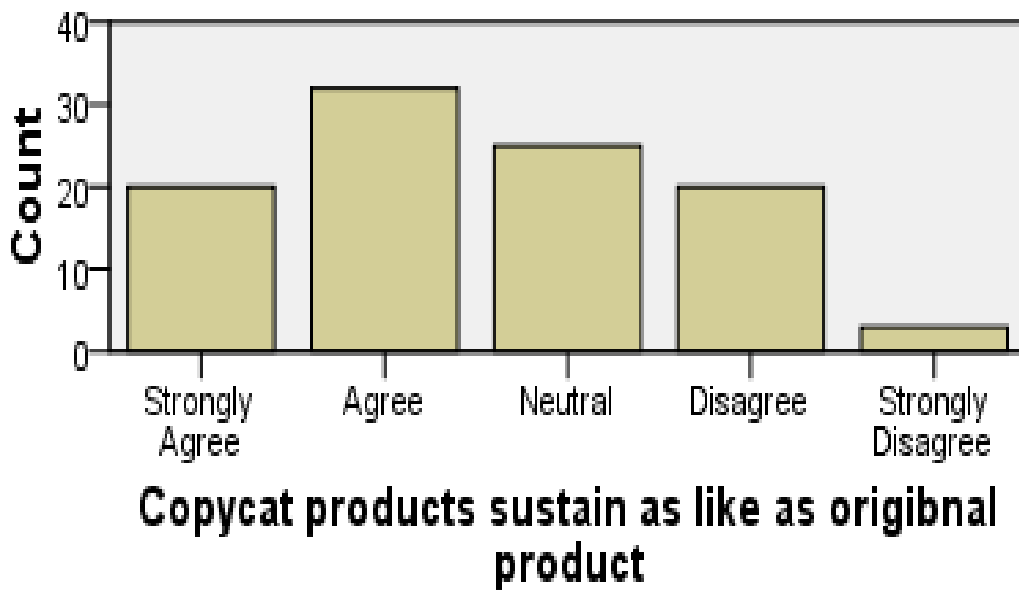


**Correlations**

		Occupation	Copycat products sustain as like as original product
Occupation	Pearson Correlation	1	.837
	Sig. (2-tailed)		.045
	N	100	100
Copycat products sustain as like as original product	Pearson Correlation	.138	1
	Sig. (2-tailed)	.170	
	N	100	100

✓ Correlation is significant at the 0.01 level (2-tailed).

According to the seventh statement “Copycat products sustain as like as original product” which refers .837, that means it show the positive high correlation between occupation and this statement and which is also much significant.

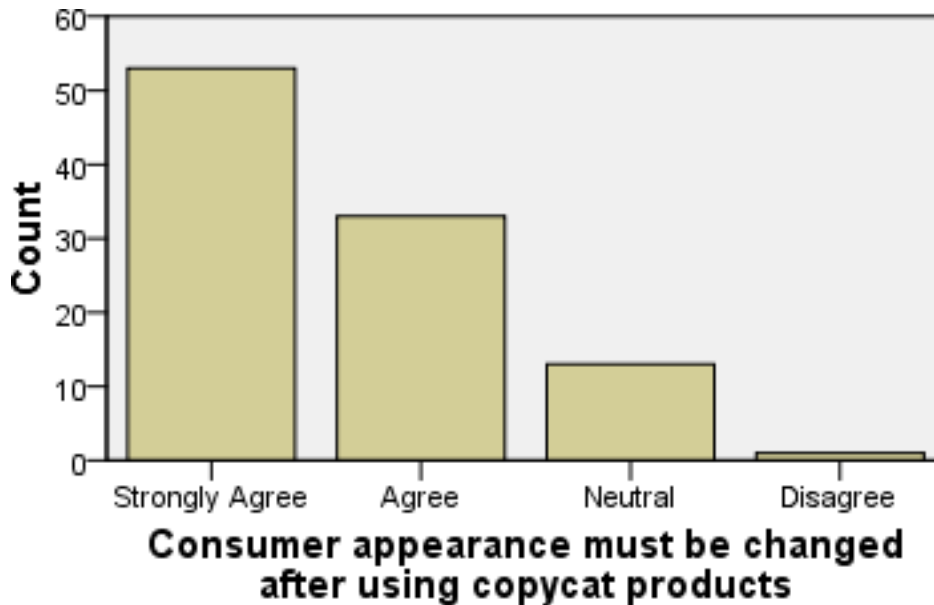


## Correlations

		Occupation	Consumer appearance must be changed after using copycat products
Occupation	Pearson Correlation	1	.764
	Sig. (2-tailed)		.064
	N	100	50
Consumer appearance must be changed after using copycat products	Pearson Correlation	.764	1
	Sig. (2-tailed)	.064	
	N	100	100

✓ Correlation is significant at the 0.05 level (2-tailed).

According to the eighth statement “Consumer appearance must be changed after using copycat products” which refers .764, that means it show the positive moderate correlation between occupation and this statement and which is also much significant.

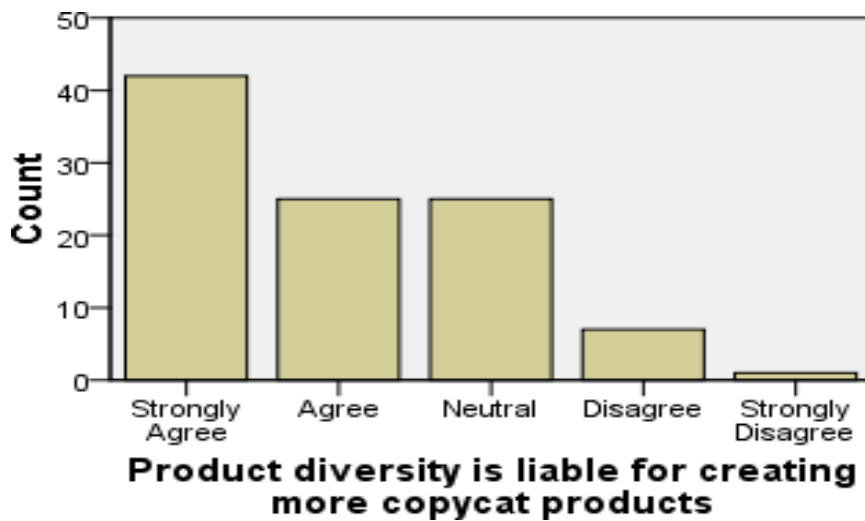


## Correlations

		Gender	Product diversity is liable for creating more copycat products
Gender	Pearson Correlation	1	-.211
	Sig. (2-tailed)		.142
	N	100	100
Product diversity is liable for creating more copycat products	Pearson Correlation	-.211	1
	Sig. (2-tailed)	.142	
	N	100	100

✓ Correlation is significant at the 0.01 level (2-tailed).

According to the ninth statement “Product diversity is liable for creating more copycat products” which refers -.211, that means it show the negative correlation between gender and this statement and which is also not much significant.



**Correlations**

		Gender	Branding and prevent can be helpful for actual product as well as preventing copycat product also.
Gender	Pearson Correlation Sig. (2-tailed) N	1  100	.051 .615 100
Branding and prevent can be helpful for actual product as well as preventing copycat product also.	Pearson Correlation Sig. (2-tailed) N	.051 .613 100	1  100

According to the tenth statement “Branding and prevent can be helpful for actual product as well as preventing copycat product also.” which refers .051, that means it show the positive but moderate correlation between gender and this statement and which is also not much significant.

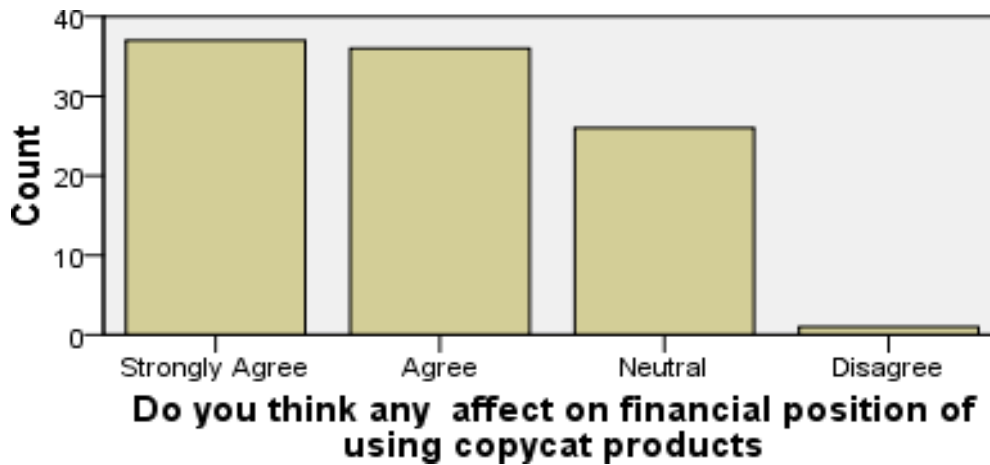


### Correlations

		Occupation	Do you think any effect on financial position of using copycat products
Occupation	Pearson Correlation	1	.925
	Sig. (2-tailed)		.046
	N	100	100
Do you think any effect on financial position of using copycat products	Pearson Correlation	.110	1
	Sig. (2-tailed)	.274	
	N	100	100

✓ Correlation is significant at the 0.01 level (2-tailed).

According to the eleventh statement “Effect only matter or other also to use copycat product.” which refers .925, that means it show the positive high correlation between gender and this statement and which is also much significant.

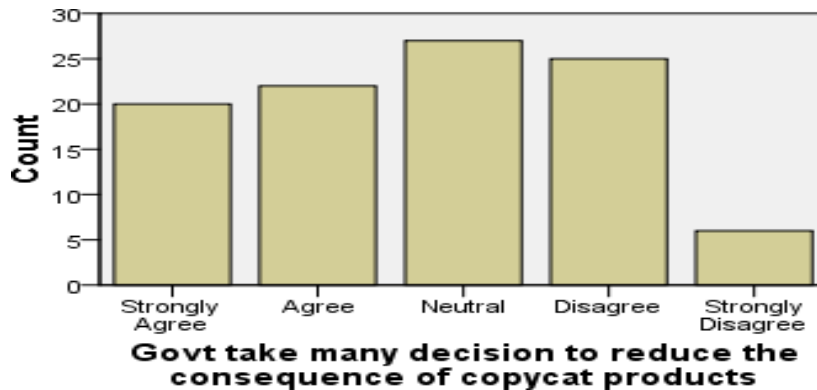


Correlations

			Govt take many decisions to reduce the consequence of copycat products
		Gender	
Gender	Pearson Correlation	1	-.077
	Sig. (2-tailed)		.446
	N	100	100
Govt take many decisions to reduce the consequence of copycat products	Pearson Correlation	-.077	1
	Sig. (2-tailed)	.446	
	N	100	100

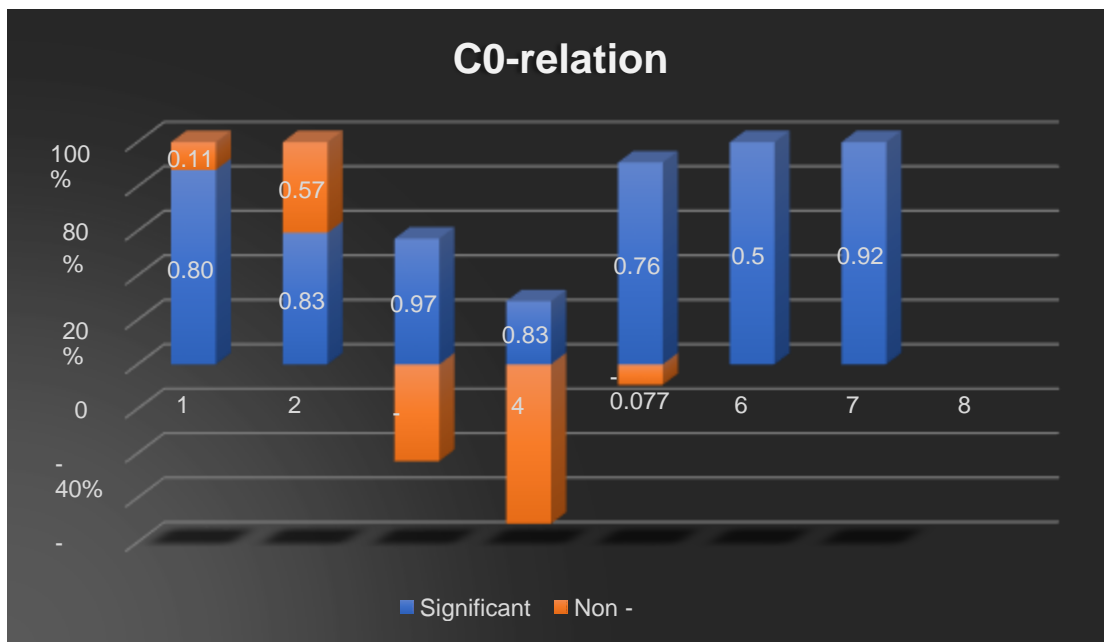
✓ Correlation is significant at the 0.05 level (2-tailed).

According to the twelfth statement “Govt take many decisions to reduce the consequence of copycat products.” which refers-.077, that means it show the negative correlation between gender and this statement and which is also not much significant.



Range	Type of Co - relation
0	No Co – relation
0.1-0.39	Low/ Weak Co relation
0.4-0.74	Moderate Co- relation
0.75-0.9	High/ Strong
1	Perfect Co – relation

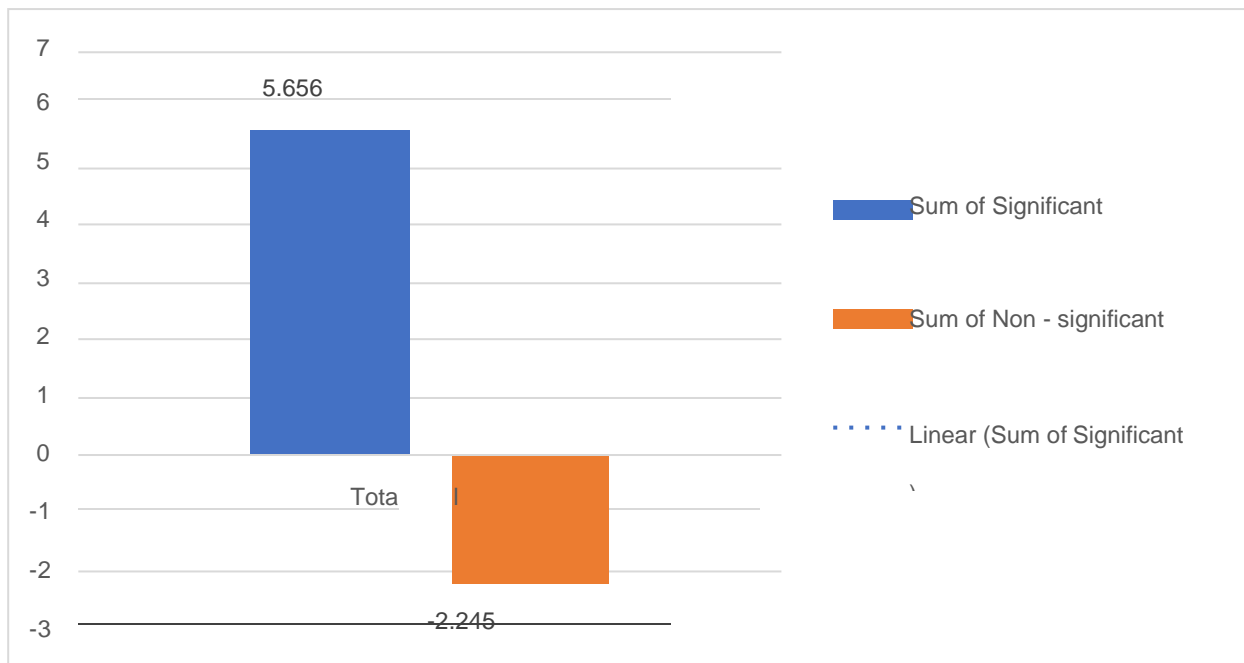
So, after finishing all task of the analysis interpretation part I find many positive correlations between consumer risk and copycat products for the purpose of psychological approach. Now I can draw a scenario about this theme and finally I can say that there is a significant relationship between consumer risk and copycat products based on psychological approach.



**Bar Chart Analysis**

## 4.2 Findings

Findings represent what's the new idea which is gathering after the analysis and interpretation part of every research report according to the relevant topic. All types of research frame work have some precise finding that consisting of the dimension of research objective part also. After forming the analysis and interpretation part I try to create a clear- cut scenario which providing answer the all of vivid research questions as well as fulfill the research objective. The purpose of this research report is to examine the role of brand loyalty on the consumer response to copycat behavior. An experiment in the form of questionnaires was conducted among a sample of 100 unique individuals. According to the Bangladesh perspective; these factors include various consumer behavioral attitudes, purchasing decision and finally the intention of business organizations. This report added values how copycat products changes the human or consumer psychological system that must be impact on the real or actual product. I find some new and update information as like: copycat products change the market price and consumer thinking; consumer psychology fluctuates based on copycat products; selling real product fall down for the purpose of copycat products; although product diversity is liable for creating more copycat products but these types of products are not sustaining in near future. So, after developing the analysis and interpretation share, I create a clear-cut picture that about this theme.



**Pivot Table Analysis**

In case the law of consumer risk on copycat products are referring that those questionnaires' answer most of the cases significant. Some questionnaires item less or no correlation between consumer psychology and copycat products. According to above pivot table chart analysis, I can easily say that I find that there is significant relationship between consumer psychology and copycat products.

## **Chapter Five**

### **5.1 Conclusion**

From commencement of this exploration I observe many things about copycat products, consumer psychology and also gaining practical knowledge. I am use mutually sorts of data and also, I give highest effort of my capability to confirm that the report is reliable. In this description I represent the overall thinking about my title framework. I analysis it and discover that if consumer is more loyal to original brand, they can prevent the copycat products. However, having competition coping the original brand will recover the inclusive assessment of the main or leader brand. After forming this report it's become easy to say that that in the incidence of copycat behavior the customer rejoinder to the leader brand with copycat brand is not conservative frontward. Simultaneously, main brands ought not always distinguish copycat by means of a negative issue and by way of it container progress the overall estimation of the leader brand. Thus, it can be saying if real producer can maintain their excellence and amount according to preference, they can retention customer safe and soundly.

## 5.2 Recommendation

In conclusion, this research suggests that brand managers should be on the lookout for copying and copycat behavior from non-major companies, as well as significant brands in specific contexts. The flagship brand will not be protected from copycats by brand loyalty. Instead, in the presence of a copycat, it exacerbates the condition. The data presented in this thesis paper can help businesses better comprehend the phenomena of copycats.

This study did not look into the ramifications of a non-major brand being replicated. As a result, no inferences can be drawn in this case. This research also uncovered fresh information on how brand loyalty works.

According to the findings, brand loyalty in the minds of consumers is not always generated in every situation. Rather, it is dependent on the brand against which it is being compared. According to this study, the 'brand importance' of the rival brand must reach a particular level before the effects of brand loyalty are activated. This means that companies that aren't considered important by customers may escape the bad consequences of competitive brand loyalty, but they won't be able to benefit from any potential benefits. However, further study is needed to clarify whether a threshold of any sort exists. Furthermore, to the best of the author's knowledge, this is the first study of product imitation rather than brand imitation when the items are not counterfeits. When one thinks about product imitation, counterfeit items come to mind. Major brands, on the other hand, can mimic by incorporating parts of other brands into their own goods.

This research shows how customers react differently when other big companies imitate a leader brand vs when non-major brands imitate a leader brand. Future study should focus on determining the rationale for the disparity in customer responses.

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