Quacking of Attire Fashion Industry on Social Media: A Quantitative Analysis

Laiba Arshad[1], Wajid Zulqarnain[2], Muhammad Naseem Anwar[3] and Haroon Elahi[4]

Abstract
The universality of counterfeiting in attire fashion on social media platforms has raised concerns about its impact on consumers and the fashion industry. The quantitative analysis of the paper aimed to examine the possible perceptions and attitudes towards counterfeiting in attire and the necessary need for regulations to control their promotion and sale on social media. By collecting data through a survey from 102 valid respondents of multiple age groups, genders, and educational backgrounds, the study aimed to understand the opinions and perspectives of a broad cross-section of the population and their contribution towards fake attire fashion and promoting quacks. The survey results indicated harmony among respondents regarding their usage of social media for online attire shopping, their intentions, experiences, and the necessity of strict regulations to address the issue of fake clothing brands on social media. Most of the participants, particularly the young generation in the 20-30 age range, expressed support for measures for controlling the promotion and sale of counterfeit clothing brands due to their harsh experiences and excessive social media usage. Interestingly, male and female respondents agreed on the need for regulations, with slightly higher percentages among female respondents due to their craze for online shopping. By doing so, they can protect consumers from the potential harm and damage caused by counterfeiting, as well as preserve the integrity and credibility of the fashion industry.
Keywords: Fake Attire Fashion; Counterfeit Clothing Brands; Social Media; Fashion Industry.

Introduction
The primary purpose of this research is to highlight those points that might save you from buying the wrong stuff and from the quacks who pretend to be designers and are guaranteeing their fake stuff. This research will highlight how quack designers grab social media users and educate them about how to avoid them. Many women/men who are not satisfied with online clothing shopping in Pakistan can vary greatly depending on different factors such as personal experiences, specific brands, and customer service. However, it is worth noting that, like in any other country, some women/men in Pakistan may also not be satisfied with their online clothing shopping experiences due to various reasons such as incorrect sizing, poor quality, delayed delivery, or issues with

---

[1]*Media Science Department, Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology (SZABIST), Islamabad Campus, Islamabad, Pakistan.*
[2]*Head of Department, Media Science Department, Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology (SZABIST), Islamabad Campus, Islamabad, Pakistan.*
[3]*Computer Arts Department, Hamdard University, Islamabad Campus.*
Corresponding Author Email: Journalistnaseem@gmail.com
[4]*Head PTV World, Islamabad, Pakistan.*

returns and exchanges and many more (Adnan, 2014). These days, it's a significant concern that customers need to trust online retailers, counterfeit designer goods, and expensive apparel. Because counterfeit goods are being offered online and consumers need clarification about what they are getting, luxury businesses are struggling because of their high prices. We must develop new strategies to ensure consumers feel secure online purchasing and limit counterfeit goods sales (Forgione, 2016).

Social media usage for fashion attire acts as a primary source of shopping. Social media platforms have made people bound to search and shop online on social media platforms like Instagram, WhatsApp, Facebook, etc. (Madhura & Pakanje, 2022). Social media has become a vast platform in the fashion industry as it acts as a mall and a home to influencers that influence people to buy clothes online (Brito et al., 2020). These various online platforms mentioned above are not only used for entertainment purposes but also as tools for online shopping. Online shopping has been proliferating in Pakistan over the past few years, driven by increased internet penetration and the excessive usage of smartphones (Nazir et al., 2012). Quackery in attire fashion is a global issue, and Pakistan is not an exception. With the rise of social media and e-commerce platforms, the sale of counterfeit products has become more accessible in Pakistan (Chaudhary et al., 2014). They are considering the above points and the relevant research done in Pakistan at this moment, listing the review of the Pakistani attire industry on social media affecting consumers.

Consumers who purchase fake fashion products in Pakistan often do so because they believe they are getting a good deal on a product that would otherwise be expensive. Instagram plays a vital role in giving a platform for business purposes to every individual who wants to be an entrepreneur, especially in the clothing industry (Djfarova & Bowes, 2021). However, purchasing fake fashion products can have negative consequences for consumers. One study found that consumers who purchased fake fashion products in Pakistan experienced lower satisfaction levels than those who purchased genuine ones (Ahmed et al., 2016). Additionally, consumers who buy fake fashion products in Pakistan are less likely to purchase authentic products in the future (Moon et al., 2018). On the other hand, Social media is widely utilized in today's society to buy and sell goods. However, there is a catch: some people use it to send counterfeit products because of its vast usage worldwide. They prey on growing social media usage to deceive others into purchasing counterfeit products. This is risky for honest vendors and consumers (Staake et al., 2009).

Furthering on the above, this research is essential due to counterfeit fashion's pervasive presence and detrimental effects on consumers, brands, and the overall economy. Counterfeiting has become increasingly prevalent in the digital era, where social media platforms are popular channels for marketing and selling fake products. This proliferation of fake attire poses a significant problem, as it not only deceives consumers but also undermines the integrity of legitimate brands and hampers economic growth. Consequently, understanding and addressing this issue is crucial to safeguarding consumer rights, preserving brand reputation, and fostering a fair and sustainable fashion industry. The quacks that promote fake dresses and delivery end up disappointing many social media users who purchase them with trust owing to the highly fantasizing promotions on social media (Morra et al., 2018). The primary role played in promoting the attire fashion and its excessive promotion was made possible through social media and the study of such reasons through this research (Madhura & Pakanje, 2022).

Literature Review

Quack designers (fake attire fashion) on social media have been a severe issue emerging in the fashion industry. In recent years, many social media platforms have become a go-to place for

fashion enthusiasts and designers to showcase their work and creativity for better promotion. However, the excessive use of platforms such as WhatsApp, Facebook, Instagram, etc., has made it possible for even the normies to have a basic fashion sense (Pabmann & Schubert, 2021). Furthermore, as these social media platforms gain more traction, the number of quacks—fake fashion designers—who utilize them for marketing their knockoff clothes has increased (Morra et al., 2018). Social media's growth has made it simpler for counterfeiters to trick naïve customers into purchasing fake goods. According to Abid and Abbasi (2014), counterfeiting comes in deceptive and non-deceptive flavours. When a company is dishonest, its customers are unaware that they are purchasing counterfeit goods online; however, when a company is honest, people are aware of the situation and voluntarily buy counterfeit goods (Grossman & Shapiro, 1988).

International Trademark Association (ITA) considers that social media has become a home for counterfeit products, with fashion being one of the most counterfeited industries. A study found that over 20% of the counterfeit products sold online are related to fashion, and social media platforms are the primary channel for such sales (Counterfeit Goods on social media, 2020). This has led to a rise in the number of fake fashion designers on social media who use the platform to showcase and sell their counterfeit products. It gives them a chance to glorify their products to grab the attention of social media users so they can quickly sell their counterfeits through digital glorification.

The designers on social media who tend to become quacks significantly impact the fashion industry. They not only undermine the efforts of genuine designers but also harm the reputation of the sector (Bamossy, 1985). The sale of counterfeit products results in a loss of revenue for genuine designers, which affects their ability to invest in new designs and technologies (Staake et al., 2009). Additionally, counterfeit products are often of poor quality and can harm the health and safety of consumers. This can lead to a loss of trust in the industry and affect the long-term sustainability of the fashion industry (Tasci, 2019). Under such circumstances, people get alerted to buying stuff online, even if the website is of the original brand. Consumers have high expectations for online products and believe in getting good quality stuff at a fair price (Saprikis et al., 2010).

They also have a significant impact on consumer behaviour. Consumers who purchase fake fashion products often do so because they believe they are getting a good deal on a product that would otherwise be expensive. However, purchasing fake fashion products can have negative consequences for consumers. One study found that consumers who purchased fake fashion products experienced lower levels of satisfaction than those who purchased genuine products (Wilke & Zaichkowsky, 1999). This was because of the differences in the quality, designs, and construction. Additionally, consumers who purchase fake fashion products are less likely to buy genuine products in the future (Phau & Teah, 2009). This is because they get used to copying designers more cheaply.

This leads to the disobeying of consumers' safety standards. Counterfeit products are often cheaper and may need to meet the safety standards of genuine products. This can harm the consumer, including skin irritation, allergic reactions, and other health problems. This happens because the quacks use lower-quality fabric to create the attire piece. One study found that consumers who purchased counterfeit fashion products were more likely to experience adverse health outcomes than genuine products (Tasci, 2019).

Consumers' self-esteem is affected when they must buy counterfeits. Consumers who purchase fake fashion products may feel they cannot afford genuine products or are not part of the fashion elite. This can lead to feelings of inadequacy and lower levels of self-esteem. This feeling is the

primary reason consumers buy conduits: they believe they might get a quality product at a lower price. The consumers who purchased fake attire products experienced the influence of status consumption, addiction to brands and social norms and values (Mayasari et al., 2022)

Suppose we talk about the economy in Pakistan. Counterfeit products do not contribute to the local economy and may harm the sales of genuine products, resulting in lost revenue and job opportunities. The online platforms have given every individual a chance to start with fewer resources and work individually from home, which has crowded social media, especially Instagram, with different accounts selling attire fashion without any authentic license (Tu, 2009). In 2022, Pakistan's fashion industry suffered losses of over $50 billion due to counterfeit goods, while the global counterfeiting market was predicted to reach $4.2 trillion by the same year. Clothes were among the most often counterfeited goods (htt1). In Pakistan, many people intend to buy counterfeit products because the economy relies on informal businesses and does not enforce rules about owning ideas. Also, the majority need more resources to buy expensive original products, so they opt for their copies. Plus, only some people know that buying counterfeits costs them in various ways, so they keep buying them. This all adds up to a big market for counterfeit goods in Pakistan (Zeashan et al., 2015).

Government policies play a crucial role in shaping and regulating the fashion industry in Pakistan. Some Retailers not only sell counterfeit products but also charge them double in the name of the original. Government policies not only shape the industry, but if few laws are implemented, people can reduce the supply of counterfeit products or sell them at their original prices (Large, 2014). Here are some key areas where government policies are commonly implemented:

Intellectual Property Rights (IPR)

Counterfeit and Privacy Regulations
The government establishes laws and regulations to protect fashion designers and brands from counterfeit products and intellectual property theft. These measures help safeguard the rights and creativity of designers and promote fair competition, but they still need strict policies for strict implications (Jiang et al., 2018).

Trademark and Copyright Laws
The government enforces trademark and copyright laws to prevent unauthorized use of fashion designs, logos, and brand names (hit).

Trademark Law
The primary legislation governing trademarks in Pakistan is the Trademarks Ordinance of 2001. This law protects brand names, logos, and other distinctive marks used in commerce.

Copyright Law
The Copyright Ordinance of 1962 governs copyright protection in Pakistan. Hof's law protects original works of authorship, including artistic and creative expressions such as fashion designs, fabric patterns, and textile prints.

Design Law
The protection of industrial designs in Pakistan is covered under the Designs Ordinance, 2000. This law allows designers to register and protect the aesthetic aspects of their designs, including fashion accessories and specific design elements within fashion products.

Unfair Competition Law
Unfair competition laws in Pakistan are primarily addressed under the Competition Act of 2010. This legislation aims to prevent anti-competitive and unfair trade practices that may harm competitors or deceive consumers.

Theoretical Perspective
Gratification Theory
This theory most fits the research. This media theory suggests that people consume media to fulfil their needs and desires—psychological needs include entertainment, social interaction, information, and more. Social media users use social media to satisfy their needs. The same case is in the attire fashion online shopping. Social media is used as a platform for information, and in the case of attire fashion, people use it as a source of trend information and savings. It is time for consumers to shop online through the websites created on social media and buy online (Shim et al., 2001). Let us discuss this related to the topic, i.e., social media and quack of attire fashion. Users are drawn and blinded by the luxurious clothing items by several pages' infraction of the original cost. On the other hand, saving their safe visit to the store and buying and spending lots of money on the original also gives them a sense of social status and belonging, while also fulfilling their desires for fashionable and designer clothing at the cheaper price, this is the reason they purchase counterfeit clothing products (Perez et al., 2010). On the other hand, buying counterfeit dresses because of their luxurious promotions and ending up disappointed because of their cheaper quality (in reality) and less durability leaves the users devastated. Several marketing approaches are consistently addressing the issue of fake fashion on social media.

Awareness Campaigns
Social media campaigns raise awareness about the prevalence and dangers of fake attire fashion. Create engaging content, videos, and infographics highlighting the risks associated with counterfeit products and educating consumers on identifying genuine items (Sehgal et al., 2022).

Influencer Partnerships
Collaborate with influencers who have a genuine interest in fashion and ethical practices. Engage them in promoting authentic brands and discouraging the purchase of fake attire. These influencers can share their personal experiences and stories, providing credibility to your campaign (Audrezet et al., 2020).

User-generated Content
Encourage users to share their experiences and opinions regarding counterfeit fashion products. Run contests or campaigns where users can post pictures or videos showcasing genuine fashion items and share their stories. This can create a sense of community and authenticity around the topic (Vazquez et al., 2020).

Education and Guides
Develop informative content and guides that help consumers differentiate between fake and authentic fashion items. Provide tips on what to look for, such as brand logos, packaging, materials, and quality indicators. Share these resources on social media platforms and collaborate with fashion bloggers and experts to maximize reach (Large, 2014).

Consumer Reviews and Ratings
Create platforms or encourage existing ones where consumers can share their experiences and rate their purchased fashion products. Authentic brands can be featured prominently, while fake or counterfeit products can be flagged or discouraged (Kennedy, 2020).

Collaboration with Law Enforcement
Work closely with law enforcement agencies to identify and report sellers of fake attire. Share information and evidence to assist in their efforts to combat counterfeiting. This partnership can help establish your brand as a trusted authority in the fight against fake fashion (Large, 2014).

Product Authenticity Verification
Develop systems or tools that allow consumers to verify the authenticity of fashion items before purchase. This could involve technologies such as QR codes, NFC tags, or unique identifiers that can be scanned using smartphones to validate genuine products (Chia, 2019). They are implementing blockchain technology for genuine Fashion brands to protect their identity, stop duplicating their original products, and reduce counterfeits (Hemantha, 2022).

Social Media Monitoring
Utilize social listening tools to monitor and identify accounts or trends promoting fake attire fashion. Report such accounts and work with social media platforms to act appropriately against them (Rawat et al., 2021). Remember, it is important to approach this issue with sensitivity and empathy, focusing on educating and empowering consumers rather than shaming or criticizing. Combining these marketing approaches it can make a meaningful impact in raising awareness about fake attire fashion (Horowtiz, 2010).

Research Gap
Several potential research gaps could be identified in the literature review proposed in this paper. Lack of research on the prevalence and impact of fake attire fashion on social media: While there may be some evidence and news articles discussing the issue of fake attire fashion on social media, there may be a lack of research on the prevalence of this phenomenon and its impact on consumers, the fashion industry, and society. Lack of research on the impact of quacks in the fashion industry: While it may be clear that counterfeit fashion products can harm the reputation and bottom line of fashion brands, there may be a gap when it comes to understanding the specific ways in which fake attire fashion is impacting the industry. For example, are some products or brands more susceptible to counterfeiting than others? How are fashion brands adapting to the rise of quackery on social media? Limited understanding of potential solutions to the problem of fake attire fashion on social media: While there are some proposed solutions to the problem of counterfeit or fashion products and quackery, such as increased regulation or consumer education, there is a gap when it comes to understanding which solutions are most effective and feasible.

Research Questions
The following are the main research questions:
RQ1: Do people buy products online and become prey to counterfeit attire fashion, consciously or unconsciously?
RQ2: Are consumers satisfied with the counterfeit attire they buy through social media ads?
RQ3: How do these counterfeit attires affect the fashion industry and its consumers?

RQ4: Does more social media exposure lead to coming across and buying counterfeits?

Research Methodology
This quantitative research study uses survey research methods to approach the questions raised. The research methodology aims to investigate the phenomenon of fake attire fashion on social media through a survey-based approach.

Research Design
This study adopts a survey-based research design to gather data and insights on fake attire fashion on social media. Surveys provide a structured approach to collecting quantitative and qualitative information from diverse participants. The research design allows exploring key variables, perceptions, and behaviors associated with fake attire fashion.

Sampling
Purposive sampling will be employed to select participants who have experience with social media platforms and have encountered or engaged with fake attire fashion. The participants will include both males and females who have shopped through online platforms. The sample will include individuals from various demographics, such as fashion enthusiasts, social media users, and those who have purchased fashion items online. Sampling will not include age discrimination. The sample size will be determined based on statistical considerations to ensure adequate representation and generalizability of the findings. The sample was distributed to all the possible people through social media apps such as Instagram and WhatsApp. The survey questionnaire was filled in by 102 people (Google Survey Form, n.d.).

Survey Instrument
A structured questionnaire was developed to collect data about fake attire fashion on social media. Both closed-ended and open-ended questions were included in the questionnaire. Participants were given predetermined response possibilities for closed-ended questions, enabling quantitative analysis. Through open-ended questions, participants could share in-depth explanations and insights about their experiences, opinions, and attitudes toward the fashion of fake clothes.

Variables
Several variables can be considered when studying the impact of fake attire fashion on social media.
Social Media Influence: This variable explores the influence of social media platforms on consumers' fashion choices and purchasing behaviour. It is measured by surveying which social media platform is most likely used for purchase intention.
Fake Attire Perception: This variable refers to individuals' perception and recognition of fake attire on social media platforms. It is measured through a survey by asking participants to identify and differentiate between genuine and counterfeit fashion items and if they knew about them (Saprikis et al., 2010).
Consumer Trust: This variable captures the level of trust consumers have in the authenticity of fashion products advertised and sold on social media platforms. It is assessed through a survey that measures consumers' confidence in purchasing fashion items from social media.

Purchase Intention: This variable represents individuals' intention to buy fashion products from social media platforms. It is measured using a survey that assesses participants' likelihood of purchasing fashion items after viewing them on social media.

Consumer Awareness: These variables measure consumers' awareness and knowledge about the prevalence and risks associated with fake attire on social media. It is evaluated through surveys assessing participants' understanding of counterfeit fashion practices and their ability to identify warning signs.

Data Collection

The survey was administered through online platforms, including social media channels, fashion-related forums, and relevant communities. Participants were informed about the purpose of the research and assured of confidentiality. Informed consent was obtained from each participant before they proceeded with the survey. The data collection process was conducted over a specified period to ensure a sufficient sample size (Google Survey Form, n.d.).

Data Analysis

The collected survey data was analyzed using appropriate statistical techniques. Descriptive statistics, such as frequencies and percentages, were used to summarize and present the quantitative data. Qualitative data from open-ended questions will be thematically analyzed to identify recurring themes, patterns, and insights (Baffoe & Smith, 2019).

Ethical Considerations

The research will adhere to ethical guidelines and protect participants' privacy and personal information. Informed consent will be obtained from all participants, and their data will be used strictly for research purposes. The study will comply with relevant data protection regulations and maintain the confidentiality of participants' responses.

Results and Discussions

By employing the survey-based research methodology described above, the study collected and analyzed the data that contributed to a comprehensive understanding of counterfeiting in the fashion industry going on social media, enabling insights and recommendations for industry stakeholders and policymakers to take strict actions and hold on fake online running brands (Abid & Abbasi, 2014). The detailed analysis shows the consumer behaviour towards fake attire promotion on social media perception, and the findings are discussed further.

Demographically

The study has also collected data based on the demographic variables to explain the variations, if any, in the data. These include age, gender, education, and some statements regarding the survey (table 1). The questionnaire had over 102 valid responses. (Google Survey Form, n.d.)

People with different age groups are seen to have participated in the research and shared their experiences in online shopping as this era of social media usage targets every age group. According to the graph, people aged 23 are most likely to participate in the survey questionnaire.

On the other hand, efforts have been made to make our data collection instrument methodical to avoid content bias. It was tested many times before the final data were collected and was based on participation from both genders. The response shows that the ratio of females is likely to be

involved more in online attire shopping. 35.3% of male participants participated in the survey, and 64.7% of females shared their experiences.

People from every background, from matriculation to PhD, have been seen participating in the survey, which leads to the conclusion that social media is a platform that everyone uses which has no gender and no educational biases. Attire fashion is for all of us, and quacking happens to all of us. Most of the responses were from Bachelorettes, which is 47.1%, 2.9% for matriculation, 39.2% were those who did masters, and 10.8% for PhD holders.

Table 1: Summary of demographic variables

Responses	Frequency	Percentage
Age		
20-30	67	65.7
31-40	15	14.7
41-50	17	16.7
50 Above	3	2.9
Gender		
Male	36	35.3
Female	66	64.7
Educational background		
Bachelors	48	47.1
Masters	40	39.2
PhD	11	10.8
Matriculation	3	2.9

According to (table 2) the data presented in the table highlights the consequences of purchasing counterfeit clothing from fake brands on social media platforms through the questionnaire survey. It is very concerning to see that many individuals have had negative experiences with fake clothing brands that sell cheaper copies of established brands. Many respondents have received clothes of inferior quality from websites that initially appeared promising but sold counterfeit products.

While some people admit to having purchased or considered fake branded products promoted on social media, a majority still prioritize authenticity and are cautious about trusting fashion clothing products advertised on these platforms as they turn out fake most of the time. It is interesting to note that the motivations behind buying from fake clothing brands vary among respondents, with some considering it a trend for those who are brand conscious and do not care about the quality, others viewing it as a status symbol, and a significant portion simply aiming to save money.

The survey also shows that people generally know the dangers of endorsing and buying fake apparel products on social media. Most respondents indicate that they support stringent laws or restrictions restricting the advertising and sale of fake brands on these platforms. This shows they understand the importance of protecting consumers without sacrificing product quality.

 The data emphasizes how consumers should use caution when purchasing apparel on social media platforms and how crucial it is to put policies in place to restrict the promotion and sale of false brands to shield customers from bad experiences and inferior products.

Table 2: Summary of questionnaire survey based on prevalence and consequences of purchasing fake clothing brands on social media platforms

Statements	Frequency	Percent
On which online social media platform you consider buying clothes?		
Instagram	68	66.7
Facebook	20	19.6
WhatsApp	10	9.8
YouTube	4	3.9
Have you had any bad experiences or repercussions from fake clothing companies that sell less expensive replicas of well-known brands on social media?		
Yes	81	79.4
No	21	20.6
Have you ever placed an order on an attractive-looking website only to find out later that the clothing you received was far lower quality?		
Yes	67	65.7
No	25	24.5
Often	10	9.8
Even though you realized they were false, have you ever bought or considered buying fake branded things that are advertised on social media platforms?		
Yes	29	28.4
No	73	71.6
Do you believe that purchasing clothing from a fake brand is a status symbol, a fad, or a way to save money?		
Trend	17	16.7
Status symbol	31	30.4
Saving money	54	52.9
Do you think stylish clothes products promoted on social media sites are real?		
Yes	22	21.6
No	80	78.4
Do you know the dangers associated with buying and endorsing fake apparel products on social media?		
Yes	82	80.4
No	20	19.6
Do you believe that the advertising and selling of fake clothing labels on social media sites should be subject to stringent laws or other controls?		
Yes	91	89.2
No	11	10.8

Cross-tabulation Based on Variables

Based on the data below (table 3) gives the cross-tabulation based on the three variables (age, gender, and education) and their detailed clarification of the responses based on their experience. Table 3 shows the distribution of respondents' preferences for online social media platforms when considering buying clothes. Instagram is the most popular platform across all age groups, with 76.5% of respondents aged 20-30, 17.6% of those aged 31-40, and 5.9% of those aged 41-50 preferring it. Facebook is the second most preferred platform, particularly among females and

respondents with a master's degree. WhatsApp is chosen by a smaller percentage of respondents, with the highest preference seen among males (60%) and those aged 30-40 (50%). YouTube has the lowest preference overall, with varying percentages across age groups.

In summary, Instagram and Facebook are the preferred platforms for buying clothes, with Instagram being popular among younger age groups and Facebook having a relatively balanced preference across genders. WhatsApp shows a higher preference among males, while YouTube has the least preference overall. These preferences may be influenced by visual content, user demographics, and platform features.

Table 3: Preference of platform for online buying based on the age, gender, and their educational background

Responses		On which online social media platform you consider buying clothes?							
		Instagram		Facebook		WhatsApp		YouTube	
		Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Age of respondent	20-30	52	76.5%	9	45.0%	3	30.0%	3	75.0%
	31-40	12	17.6%	2	10.0%	1	10.0%	0	0.0%
	41-50	4	5.9%	7	35.0%	5	50.0%	1	25.0%
	50 Above	0	0.0%	2	10.0%	1	10.0%	0	0.0%
Gender of respondent	Male	17	25.0%	10	50.0%	6	60.0%	3	75.0%
	Female	51	75.0%	10	50.0%	4	40.0%	1	25.0%
Educational background of respondent	Bachelors	41	60.3%	3	15.0%	2	20.0%	2	50.0%
	Masters	20	29.4%	13	65.0%	5	50.0%	2	50.0%
	PHD	4	5.9%	4	20.0%	3	30.0%	0	0.0%
	Matriculation	3	4.4%	0	0.0%	0	0.0%	0	0.0%

Table 4 presents the responses regarding negative experiences or consequences related to counterfeits in clothing brands that sell cheaper copies of brands on social media. The responses are categorized into "yes" and "no." In terms of age groups, most respondents in the 20-30 age group reported having negative experiences or consequences and came across counterfeiting (70.4%), while a smaller percentage in the 31-40 age group (8.6%), 41-50 age group (18.5%) and the 50 and above age group (2.5%) reported the same. Among respondents aged 30-40, a higher percentage answered "no." Looking at gender, a higher percentage of females reported having negative experiences or consequences (58.0%) compared to males (42.0%). When considering educational background, respondents with a bachelor's degree had the highest percentage of negative experiences or consequences (51.9%), followed by those with a master's degree (33.3%). Respondents with a Ph.D. and Matriculation level of education reported fewer negative experiences. Overall, the results indicate that a significant number of respondents, particularly in the younger age group and among females, have had negative experiences or faced consequences related to fake clothing brands that sell cheaper copies of brands on social media. The prevalence of negative experiences varies across age, gender, and educational background.

Table 4: Prevalence of negative experiences or consequences based on age, gender, and educational background

Responses		Have you had any bad experiences or repercussions from fake clothing companies that sell less expensive replicas of well-known brands on social media?			
		Yes		No	
		Count	Column N %	Count	Column N %
Age of respondent	20-30	57	70.4%	10	47.6%
	31-40	7	8.6%	8	38.1%
	41-50	15	18.5%	2	9.5%
	50 Above	2	2.5%	1	4.8%
Gender of respondent	Male	34	42.0%	2	9.5%
	Female	47	58.0%	19	90.5%
Educational background of respondent	Bachelors	42	51.9%	6	28.6%
	Masters	27	33.3%	13	61.9%
	PHD	9	11.1%	2	9.5%
	Matriculation	3	3.7%	0	0.0%

Table 5 represents the responses to whether respondents have ever purchased or considered purchasing counterfeit branded products promoted on social media platforms, even if they knew they were fake or copies of original brands. The responses are divided into "yes" and "no." Among the age groups, the highest percentage of "yes" responses was in the 20-30 age group (72.4%), followed by the 31-40 age group (10.3%) same for the 41-50 age group. The 50 and above age group had the lowest percentage of "yes" responses (6.9%). In terms of gender, a higher percentage of females (58.6%) answered "yes" compared to males (41.4%). Considering the educational background, respondents with a bachelor's degree had the highest percentage of "yes" responses (51.7%), followed by those with a master's degree (31.0%). Respondents with Ph.D. had a lower percentage of "yes" responses (10.3%), and those with a Matriculation level of education had the lowest percentage (6.9%). Overall, the results indicate that a significant number of respondents, particularly in the 20-30 age group and among females, have either purchased or considered purchasing fake branded products promoted on social media platforms, even if they were aware of their authenticity. The prevalence of such behaviour varies across age, gender, and educational background.

Table 5: Considering buying counterfeit product even after awareness based on age, gender and educational background

Responses		Have you ever placed an order on an attractive-looking website only to find out later that the clothing you received was far lower quality?			
		Yes		No	
		Count	Column N %	Count	Column N %
Age of respondent	20-30	21	72.4%	46	63.0%
	31-40	3	10.3%	12	16.4%
	41-50	3	10.3%	14	19.2%
	50 Above	2	6.9%	1	1.4%
Gender of respondent	Male	12	41.4%	24	32.9%
	Female	17	58.6%	49	67.1%
Educational background of respondent	Bachelors	15	51.7%	33	45.2%
	Masters	9	31.0%	31	42.5%
	PHD	3	10.3%	8	11.0%
	Matriculation	2	6.9%	1	1.4%

Table 6 propposes the opinions of respondents regarding the reasons for buying from a fake clothing brand, whether it is considered a trend, a status symbol, or a way to save money. In the 20-30 age group, most respondents (64.7%) believed that buying from a fake clothing brand is a trend as originals are way too expensive for them. Similarly, a significant percentage of respondents in this age group (57.4%) thought that it is a way to save money buying copies of brands at cheaper price even if the quality compromises the look is the same. For the same age group, 80.6% considered it a status symbol. Among respondents aged 31-40, a smaller percentage believed that buying from a fake clothing brand is a trend (23.5%), while a higher percentage considered it a way to save money (13.0%). The majority in this age group (25.9%) viewed it as a status symbol. The respondents of 41-50 age group (5.9%) chose it as trend, (6.5%) chose it as a status symbol and a higher percentage (25.9%) chose it as saving money. In the 50 and above age group, the responses were relatively lower, with a small percentage considering it a trend (5.9%) or a way to save money (3.7%). When considering gender, more females than males viewed buying from a fake clothing brand as both a trend (58.8%) and a status symbol (71.0%). However, a higher percentage of males (37.0%) believed that it is a way to save money compared to females (63.0%). In terms of educational background, respondents with a bachelor's degree had a lower percentage considering it a trend (29.4%) compared to those with a master's degree (47.1%). Most respondents with a bachelor's degree (61.3%) and a master's degree (35.5%) saw it as a status symbol. Respondents with a PhD had a lower percentage considering it a trend (23.5%), while those with a Matriculation level of education had no respondents considering it a trend. Overall, the results indicate that among younger age groups, buying from a fake clothing brand is seen as both a trend and a way to save money. Females and those with higher educational qualifications are more likely to view it as a status symbol and they are seem to be more brand conscious.

Table 6: Buying counterfeit is a trend, saving money or status symbol based on age, gender and education background

Responses			Do you believe that purchasing clothing from a fake brand is a status symbol, a fad, or a way to save money?					
			Trend		Status symbol		Saving money	
			Count	Column N %	Count	Column N %	Count	Column N %
Age of respondent		20-30	11	64.7%	25	80.6%	31	57.4%
		31-40	4	23.5%	4	12.9%	7	13.0%
		41-50	1	5.9%	2	6.5%	14	25.9%
		50 Above	1	5.9%	0	0.0%	2	3.7%
Gender of respondent		Male	7	41.2%	9	29.0%	20	37.0%
		Female	10	58.8%	22	71.0%	34	63.0%
Educational background of respondent		Bachelors	5	29.4%	19	61.3%	24	44.4%
		Masters	8	47.1%	11	35.5%	21	38.9%
		PHD	4	23.5%	0	0.0%	7	13.0%
		Matriculation	0	0.0%	1	3.2%	2	3.7%

Table 7 gives an analysis of the responses regarding the implementation of strict regulations or measures to control the promotion and sale of fake brands selling counterfeit clothing products on social media platforms. The data is categorized based on the age, gender, and educational background of the respondents as above. Among the respondents, 63.7% of those aged 20-30 believe there should be strict regulations, 16.5% of respondents aged 31-40 and 17.6% of respondents aged 41-50 share the same belief while 9.1% of the people aged 50 above disagrees in this regard. In terms of gender, 65.9% of female respondents believe there should be strict regulations, while 34.1% of male respondents hold the same view. When considering educational background, 45.1% of respondents with a bachelor's degree believe in the need for strict regulations, followed by 40.7% of respondents with a master's degree, 11.0% of respondents with a Ph.D., and 3.3% of respondents with a Matriculation background. The data suggests that most respondents across different age groups, genders, and educational backgrounds believe there should be strict regulations or measures to control the promotion and sale of fake clothing products on social media platforms. However, there are varying opinions among different segments, indicating a range of perspectives on the issue but most of the respondents felt the need to have strict regulation because of their negative experiences in online attire shopping.

Table 7: The prevalence of application of strict rules and regulations on the basis of age, gender and educational background

Responses		Do you believe that the advertising and selling of fake clothing labels on social media sites should be subject to stringent laws or other controls?			
		Yes		No	
		Count	Column N %	Count	Column N %
Age of respondent	20-30	58	63.7%	9	81.8%
	31-40	15	16.5%	0	0.0%
	41-50	16	17.6%	1	9.1%
	50 Above	2	2.2%	1	9.1%
Gender of respondent	Male	31	34.1%	5	45.5%
	Female	60	65.9%	6	54.5%
Educational background of respondent	Bachelors	41	45.1%	7	63.6%
	Masters	37	40.7%	3	27.3%
	PHD	10	11.0%	1	9.1%
	Matriculation	3	3.3%	0	0.0%

Conclusion

The data reveals among respondents that there is a strict need for regulations or measures to control the promotion and sale of counterfeit clothing brands and their sales on social media platforms. This indicates an emerging concern about the continuous spread of counterfeit products and brands on social media and their potential risks to consumers. Across different age groups, many respondents expressed support for stricter regulations, meaning they might not be happy with counterfeit products. Notably, respondents in the 20-30 age range exhibited the highest percentage in favour of regulations as they are seen to use social media and online shopping the most. This suggests that younger individuals, who are more active on social media and likely more exposed to online fashion trends, are more aware of the risks associated with fake clothing brands and advocate for more robust measures to address the issue. Both male and female respondents voiced their agreement on the need for regulations. However, the percentage of female respondents favouring stricter measures was slightly higher because of their liking towards fashion, lathe test trends, and brand image. This implies that such women are more concerned about the authenticity of clothing products advertised on social media as they cannot compromise on quality.

Regarding educational background, respondents with bachelor's and master's degrees demonstrated a stronger inclination towards supporting regulations as they lie between the (20-30) age group with the most responses mentioned above. This could indicate that individuals with higher education levels better understand the legal and ethical implications of promoting and purchasing fake clothing brands. Overall, the findings highlight a growing recognition among the respondents of the negative impact of counterfeit clothing brands on both consumers and the fashion industry and how it is already affecting the consumers and the fashion industry itself. They recognize the importance of maintaining trust, authenticity, and quality in the fashion marketplace. The data underscores the urgency for policymakers and regulatory bodies to address this issue by implementing immediate and strict measures that discourage the promotion and sale of fake brands

and counterfeit designers, protecting consumers' interests, and preserving the integrity of the fashion industry.

Recommendations

Based on the findings of this research on perceptions and attitudes towards counterfeit clothing brands and the need for regulations to control their promotion and sale on social media, the following recommendations can be made:

1. Policymakers and regulatory bodies should consider implementing stricter regulations explicitly targeting the promotion and sale of counterfeit clothing brands on social media platforms and those people who, without any knowledge, are becoming designers on social media. These regulations should encompass measures such as monitoring, reporting, and penalizing individuals and businesses involved in promoting and selling fake brands.

2. Awareness campaigns to educate consumers about the risks associated with counterfeit clothing brands and how they can differentiate between original and counterfeit products. Emphasize the potential harm to consumer health and safety, the negative impact on the fashion industry, and the importance of supporting authentic and ethical fashion brands.

3. Collaborate with social media platforms to develop and enforce policies that discourage promoting and selling counterfeit clothing brands and discourage creating accounts for counterfeit businesses. This could include stricter verification processes for fashion-related accounts and improved reporting mechanisms for users to flag suspicious or counterfeit products.

4. Strengthen existing laws and regulations for property rights and counterfeit products. This may involve revisiting legislation, increasing penalties for offenders and those who tend to be seen counterfeiting, and providing necessary resources and support to law enforcement agencies to cut the sale and distribution of fake clothing brands effectively.

5. Encourage collaboration between fashion industry stakeholders, including designers, brands, retailers, and consumers, to collectively address the issue of counterfeiting affecting their reputation. This can involve sharing information, best practices, and resources to identify and target counterfeit brands.

6. Develop consumer protection mechanisms to safeguard the rights and interests of individuals who unknowingly purchase fake clothing brands. This can include improved refund policies, enhanced product labelling and authentication systems.

7. By implementing these recommendations, policymakers, regulatory bodies, and industry stakeholders can work together to reduce the impact of counterfeiting in attire fashion on social media platforms, protect consumers, and preserve the integrity of the fashion industry.

References

- Abid , M., & Abbasi , M. (2014). Antecedents and Outcomes of Consumer Buying Attitude; The Case of Pakistani Counterfeit Market. *Indian J. Sci. Res, 8(1)*, 165-175.
- Adnan, H. (2014). An Analysis of the Factors Affecting Online Purchasing Behavior of Pakistani Consumers . *International Journal of Marketing Studies, 6(5)*, 133-148.
- Ahmed, N., Shamsi, A., & Hussain, S. (2016). Impact of Counterfeit Products on Consumer Buying Behavior: Empirical Investigation Form Karachiites. *Grassroots, 50(1)*.
- Arshad, L. (n/a) Retrieved from Google Survey Form : https://docs.google.com/forms/d/e/1FAIpQLSeCFcf-4y2_souzvSPwgkLMU8bTCXh4VAsBPTKl9qd_KoFJig/viewform?usp=sf_link

- Audrezet, A., Kerviler, G. d., & Moulard, J. G. (2020). Authenticity Under Threat: When Social Media Influencers Need To Go Beyond Self-Presentation. *Journal of Business Research, 117*, 557-569.
- Awan, M. Z., Hussain, R., & Raza, S. A. (2021). A quantitative analysis of the impact of counterfeit products on the Pakistani economy. *Journal of Business Research*, 660-669.
- Bamossy, G. (1985). Product Counterfeiting: Consumers and Manufacturers Beware. *Advances in Consumer Research, 12*, 334-339.
- Brito, P. Q., Brandão, A., Gadekar, M., & Branco, S. C. (2020). Diffusing Fashion Information by Social Media Fashion Influencers: Understanding Antecedents and Consequences. *Journal of Fashion Marketing and Management, 24(2)*, 1361-2026.
- Certilogo, (n.d.). Connecting Products with People for Brands. Retrieved from https://discover.certilogo.com/blogs/insights/how-counterfeit-goods-affect-fashion-industry#:~:text=In%202020%20alone%2C%20the%20fashion,and%20jewelry%2C%20handbags%20and%20luggage.
- Chaudhary, M. W., Ahmed, F., Gill, M. S., & Rizwan, M. (2014). The Determinants of Purchase Intention of Consumers. *Journal of Public Administration and Governance, 4(3)*, 20-38.
- Chia-Yu, W. S. S.-F.-M. (2019). Applying Block-Chain Technology for Commodity Authenticity. *2019 IEEE International Conference on Consumer Electronics - Taiwan (ICCE-TW)* (pp. 1-2). Yilan, Taiwan: IEEE. doi:10.1109/ICCE-TW46550.2019.8991933
- Counterfeit goods on social media. (2020). *International Trademark Association*. Retrieved from https://www.inta.org/wp-content/uploads/2020/05/2020_Social-Media-Report_Counterfeiting.pdf
- Djfarova , E., & bowes, T. (2021). Instagram Made Me buy It': Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services, 59*, 102345.
- Forgione, J. M. (2016). Counterfeiting, Couture, and the Decline of Consumer Trust in Online Marketplace Platforms. *NYLS Law Review, 61*(2), 195.
- Grossman, G. M., & Shapiro, C. (1988). Foreign Counterfeiting of Status Goods. *The Quarterly Journal of Economics, 103(1)*, 79-100.
- Hemantha , Y. (2022). Embracing block chain technology in supply chain to combat counterfeiting luxury and fashion brands. *Asian Journal of Management 13.2*, 145-150.
- Horowtiz, D. (2010). David Riesman: From Law To Social Criticism. *Buff. L. Rev, 58*, 1005.
- Ipleaders, (n/a). *Importance of IP in fashion industry.* Retrieved from https://blog.ipleaders.in/importance-ip-fashion-industry/
- Jiang, Y., Xiao , L., Naqvi, M. H., & Zaman , S. I. (2018). Moral and Ethical Antecedents of Attitude Toward Counterfeit Luxury Products: Evidence from Pakistan. *Emerging Markets Finance and Trade , 54(15)*, 3519-3538.
- Kennedy, J. P. (2020). Counterfeit Products Online. *The Palgrave Handbook of International Cybercrime and Cyberdeviance*. doi:https://doi.org/10.1007/978-3-319-78440-3_46
- Large, J. (2014). 'Get Real, Don't Buy Fakes': Fashion Fakes and Flawed Policy – The Problem With Taking a Consumer-Responsibility Approach To Reducing The 'Problem' of Counterfeiting. *Criminology & Criminal Justice, 15(2)*, 169–185.
- Madhura , k., & Pakanje, N. (2022). Social Media as a Promotional Tool in the Fashion Industry: a Case Study on Meta Platforms inc. *International Journal of Case Studies in Business IT and Education, 6(1)*, 2581-69422.
- Mayasari, L., Haryanto, H. C., Wiadi, I., Wijanarko, A. A., & Abdillah, W. (2022). Counterfeit Purchase Intention of Fashion Brands: The Personal Values and Social Aspect of Consumers as Determinants. *Gadjah Mada International Journal of Business, 24(1)*, 1-24.
- Moon, M. A., Javaid, B., Kiran, M., Awan, H. M., & Farooq, A. (2018). Consumer Perceptions of Counterfeit Clothing and Apparel Products Attributes. *Marketing Intelligence & Planning, 36(7)*, 794-808.

- Morra, M. C., Gelosa, V., Ceruti, F., & Mazzucchelli, A. (2018). Original or Counterfeit Luxury Fashion Brands? The Effect of Social Media on Purchase Intention. *Journal of Global Fashion Marketing, 9(1)*, 24-39.
- Nazir, S., Tayyab, A., Sajid, A., Rashid, H. u., & Javed, I. (2012). How Online Shopping Is Affecting Consumers Buying Behavior in Pakistan? *International Journal of Computer Science, 9(3)*, 1694-0814.
- Paßmann, J., & Schubert, C. (2021). Liking as Taste Making: Social Media Practices as Generators of Aesthetic Valuation and Distinction. *New Media & Society, 23(10)*, 2947-2963.
- Phau, I., & Teah, M. (2009). Devil Wears (Counterfeit) Prada: A Study of Antecedents and Outcomes of Attitudes Towards Counterfeits of Luxury Brands. *Journal of Consumer Marketing, 26(1)*, 15-27.
- Perez, M. E., Castaño, R., & Quintanilla, C. (2010). Constructing Identity Through the Consumption of Countefeit Luxury Goods. *Qualitative Market Research: An International journal, 13(3)*, 219–235.
- Rawat, R., Mahor, V., Chirgaiya, S., & Rathore , A. S. (2021). Applications of Social Network Analysis to Managing the Investigation of Suspicious Activities in Social Media Platforms. *Advances in Cybersecurity Management*, 315-335.
- Saprikis, V., Chouliara , A., & Vlachopoulou, M. (2010). Perceptions Towards Online Shopping: Analyzing the Greek University. *Communications of the IBIMA, 2010*, 13.
- Sehgal, V., Ghai, L., & Chowdhury, A. (2022). A Data Analytics-Based Study on Campaigns and Hashtags Movements Related to the Production of Fashion Goods. *International Symposium on Intelligent Informatics* (p. 12). Smart Innovation, Systems and Technologies book series (SIST,volume 333).
- Staake, T., Thiesse, F., & Fleisch , E. (2009). The Emergence of Counterfeit Trade: a Literature Review. *European Journal of Marketing, 43 (3/4)*, 320-349.
- Shim, S., Eastlick, M. A., Lotz, S. L., & Warrington, P. (2001). An Online Purchase Intention Model, The Role of Intention to Search: Best Overall Paper Award—The Sixth Triennial AMS/ACRA Retailing Conference, 2000. *Journal of Retailing, 77(3)*, 397-416.
- Staake, T., Thiesse, F., & Fleisch, E. (2009). The emergence of counterfeit trade: a literature review. *European Journal of Marketing, 43(3/4)*, 320-249.
- Zeashan, M., Pirzada, S. S., & haider, A. (2015). Consumer Attitude towards Counterfeit Products: With Reference to Pakistani Consumers. *Journal of Marketing and Consumer Research, 12*, 1-13.
- Tasci, A. D. (2019). The Effects of Counterfeit Fashion Products on Consumer Safety, Self-esteem, and Purchasing Behavior. *Journal of Consumer Affairs, 17(1)*, 186-211.
- Tu, K. (2009). Counterfeit Fashion: The Interplay Between Copyright and Trademark Law In Original Fashion Designs and Designer Knockoffs. *Tex. Intell. Prop. LJ, 18*, 419.
- Vazquez, D., Cheung, J., Nguyen, B., Dennis, C., & Kent , A. (2020). Examining The Influence of User-Generated Content on The Fashion Consumer Online Experience. *Journal of Fashion Marketing and Management: An International Journal, 25(3)*, 1361-2026.
- Wilke, R., & Zaichkowsky, J. L. (1999). Brand Imitation and its Effects on Innovation, Competition, and Brand Equity. *Journal of Product & Brand Management, 42(6)*, 184-195.
- Zhao, X., & Li, J. (2019). The influence of counterfeiting luxury fashion products on self-esteem and social identity. *Social Behavior and Personality: An International Journal*, 1-10.