

Why Do Consumers Buy Fakes?

**Factors Driving Consumers Towards Counterfeits
and How to Prevent Them from Buying Fakes**

Dear Reader,

Every year, Scamadviser analyzes the willingness of consumers to buy fake and counterfeit products online. This year, 1,102 consumers participated in the study from across the world.

While all income groups, educational categories, age levels and continents are represented, it is interesting to note that mostly men (63%) participated. This trend is identical to previous year's survey, where 65% of the participants were men, suggesting that men may be buying more counterfeit than thought.

Most consumers (65%) consider themselves capable of identifying fakes. This is especially the case for Clothing, Accessories and Electronics. Only 10% admit they are unable to identify fakes. 40% of consumers doubt their ability to recognize fake Medicines and Toys while 24% say they have trouble with all categories.

57% of the consumers have bought a fake product in the past unknowingly or doubting the originality of the product. 18% admit to knowingly having bought fakes. Clothing, electronics, and accessories are the most purchased fake products. Remarkably, websites (39%) are by far the most popular channel to buy counterfeits. This channel is followed by online marketplaces (28%).

Consumers buy fakes primarily as they believe that there will be no significant difference in quality (17%). The lower price (15%) and the feeling that the real brand is overpriced (11%) are also named.

Participants are aware that counterfeits support crime and human exploitation. What however would keep consumers the most from buying counterfeit is the concern about the quality of the product (42%) and the belief that buying fakes online is not safe as their (financial) data may be misused (37%) or the product not delivered (31%).

Regarding the fight against counterfeits, consumers think the lead should be taken by consumer protection agencies (52%) and not by international authorities such as Europol/Interpol (23%) and the EU/UN (21%).

As additional research question, Scamadviser this year asked if the respondent would buy a Coronavirus vaccine online. 64% disagreed that they would purchase it online. However, 28% stated they would buy the vaccine online, especially if the authenticity can be guaranteed (25%) or the product is sold by an official source (28%). This leaves the door open to scammers selling either fake or illegal COVID vaccines online.

I wish you happy reading!



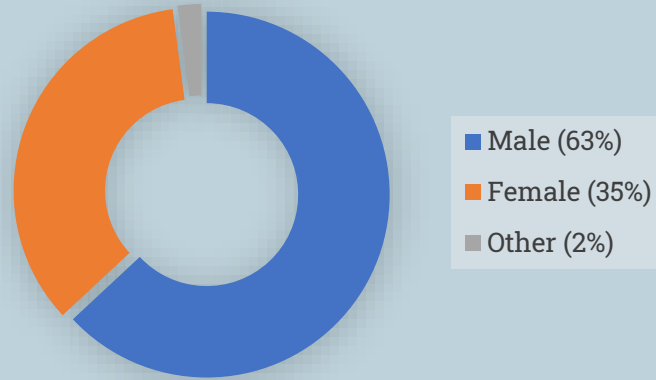
Jorij Abraham

General Manager, Scamadviser.com

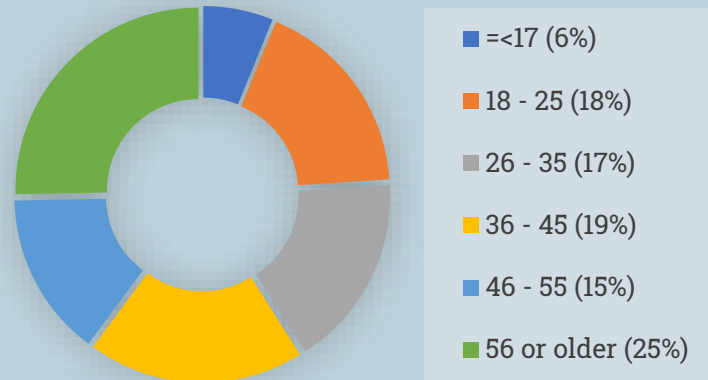
1,102 consumers participated in the survey

Surprisingly, the number of men (63%) by far outweighs the number of women (35%)

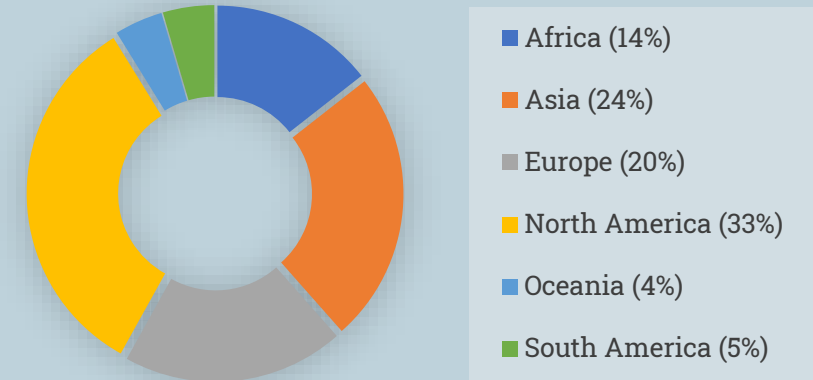
What is your gender?



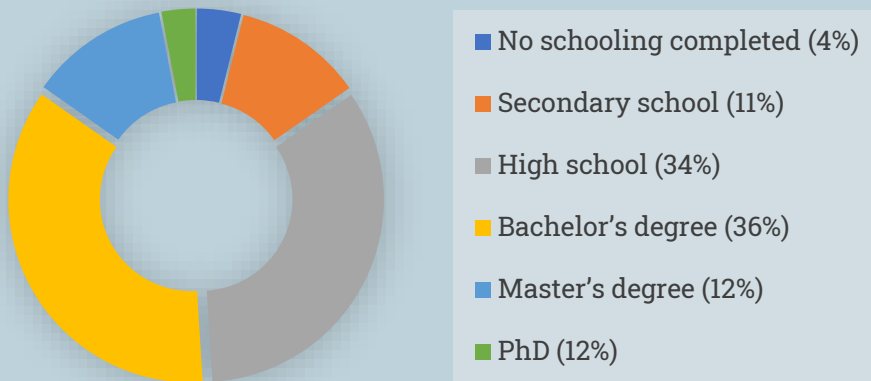
What is your age?



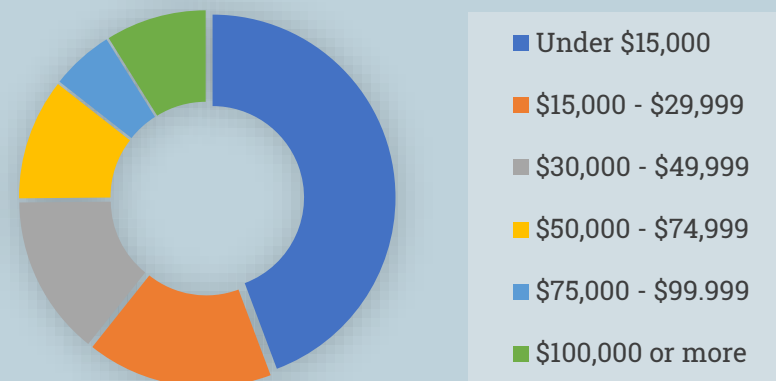
Where are you from?



What is your education level?



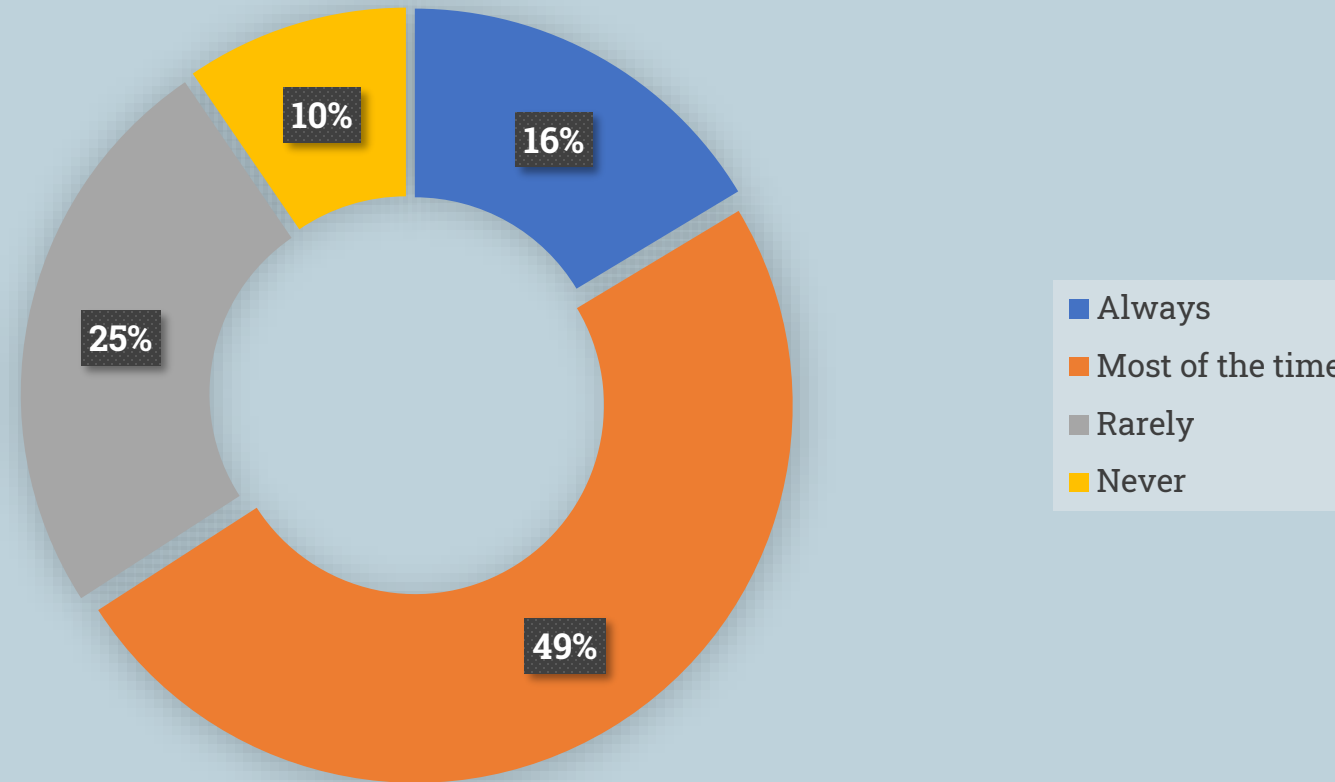
What is your annual income?



65% say they are good at identifying fakes

25% doubt their ability while 10% say they cannot identify fakes at all

How often can you identify fake products?



Consumers are confident they can identify fakes in most product categories

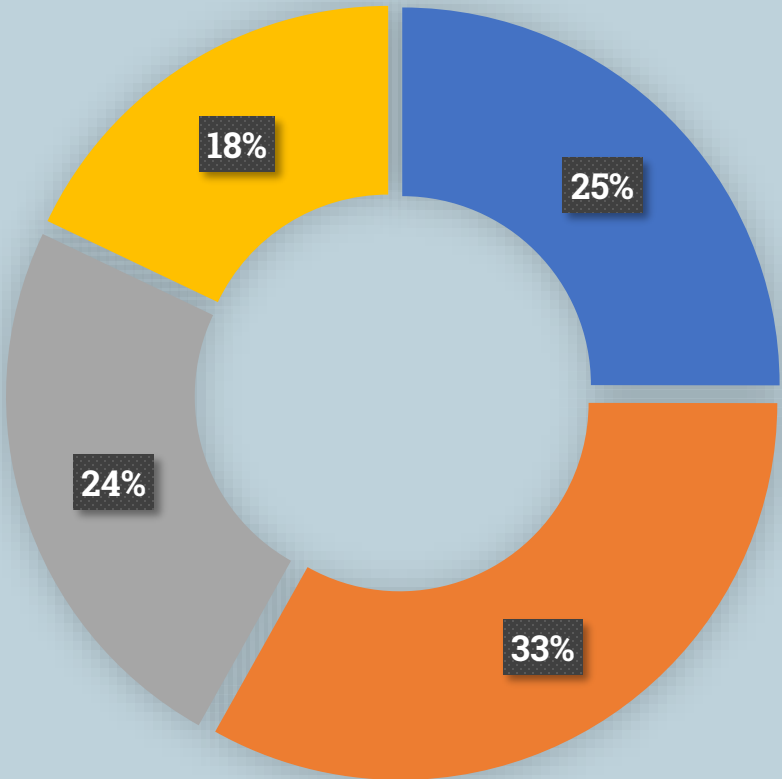
40% have trouble with Medicines and Toys while 24% are unsure about all categories



33% thought they were ordering the real thing

25% have never bought fake while 24% were unsure about the authenticity

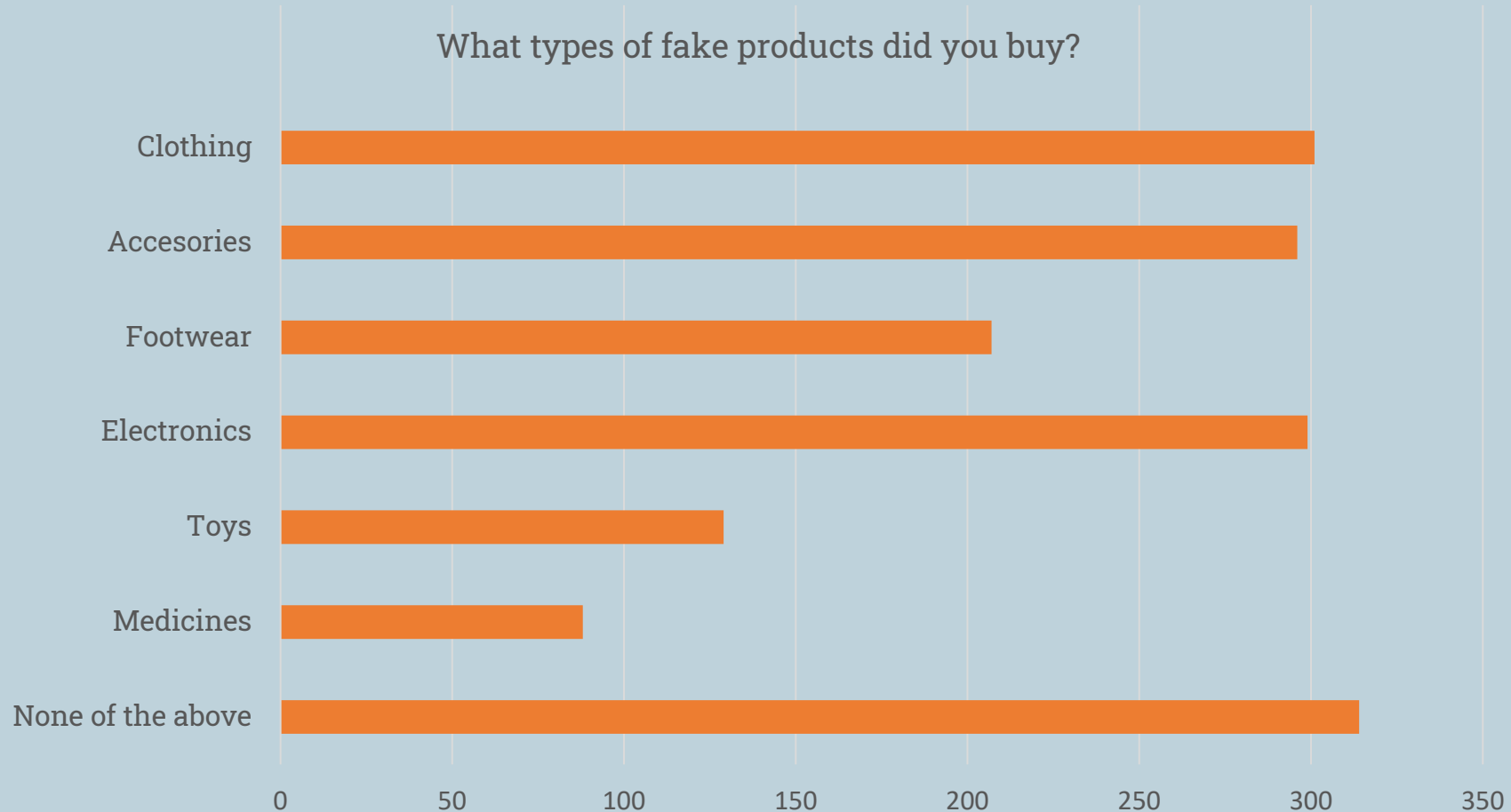
Which of the following statements is true?



- I have never bought any fake products
- I have bought fake products that were advertised as genuine
- I have bought fake products, but I was unsure if they were fake or real
- I have bought products that I knew were fake

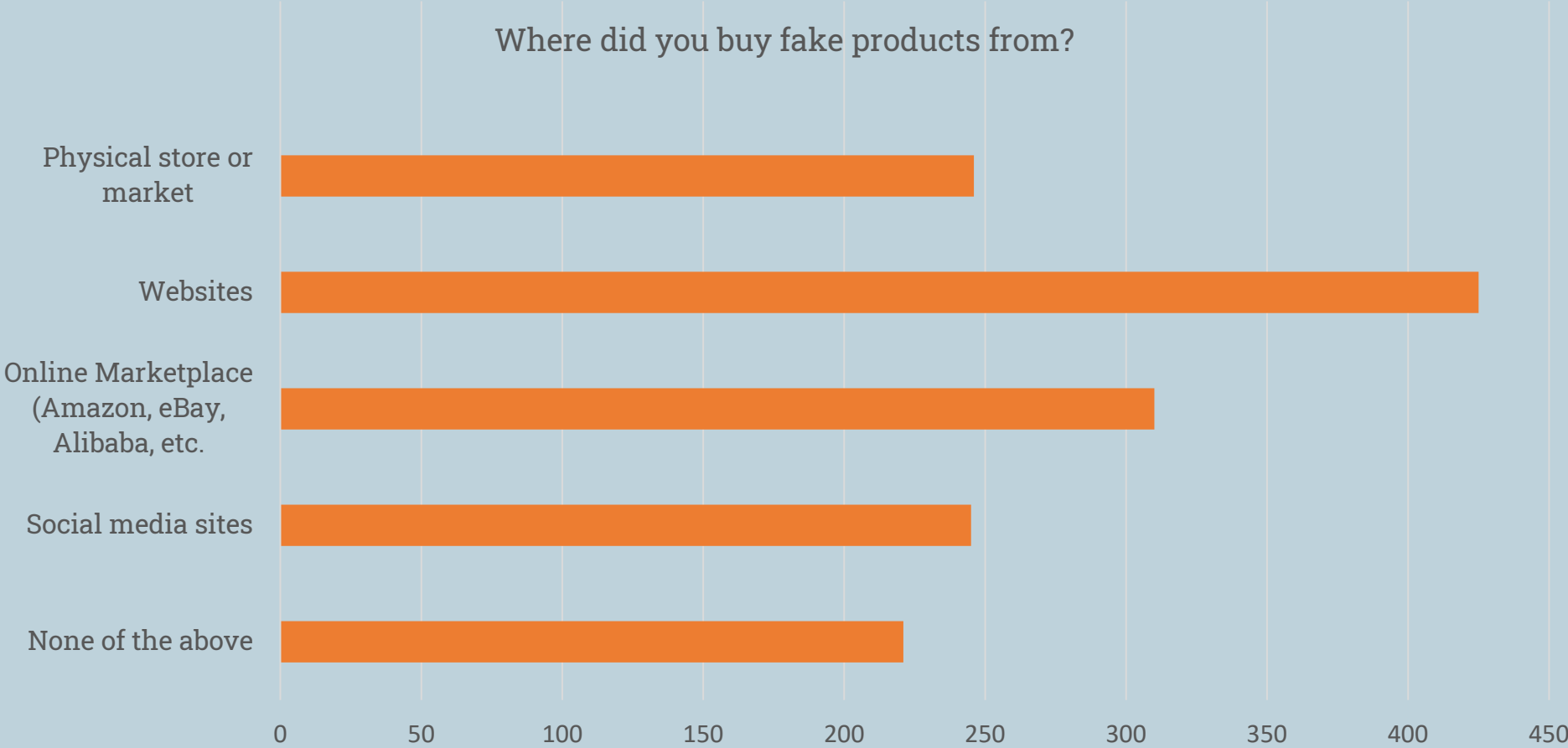
Clothing (27%) and Electronics (27%) are the most popular categories for fakes

29% said they never purchased fakes



Websites are by far the most popular channel to buy fakes (39%)

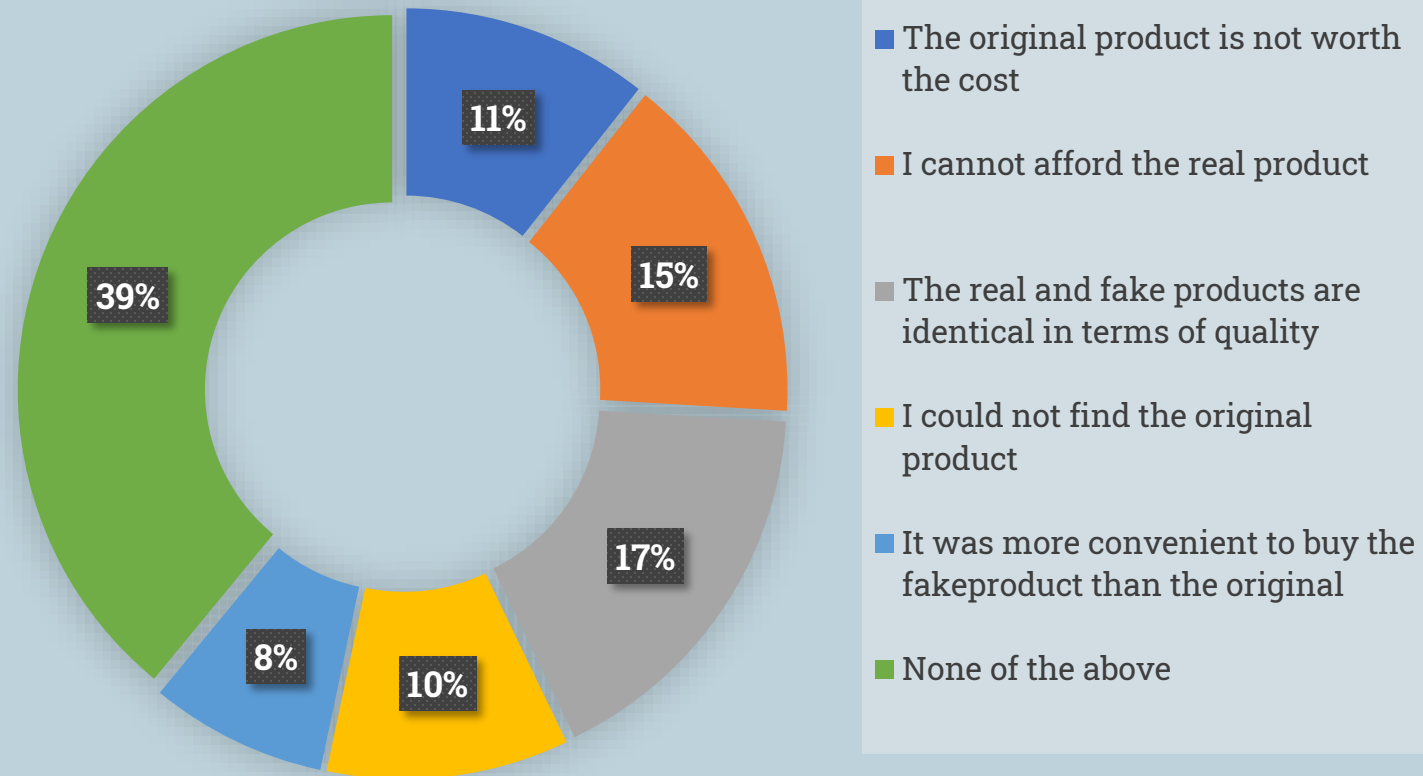
Marketplaces are a distant second (28%)



17% said that the fakes seem identical in quality

Affordability is the second biggest motivator (15%)

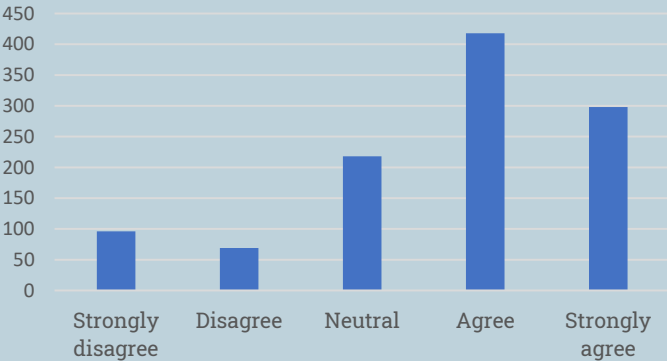
What motivated you to buy fakes?



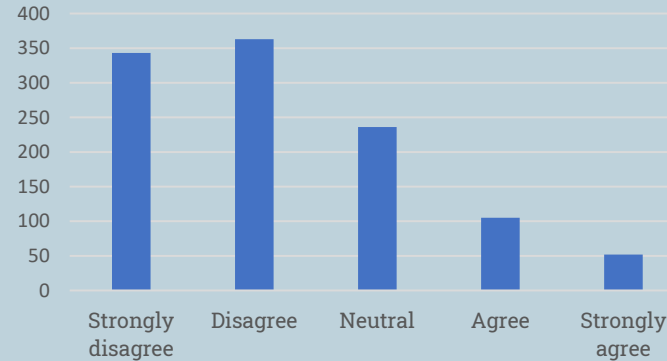
Consumers agree fakes can be dangerous

They are inferior and support crime & exploitation

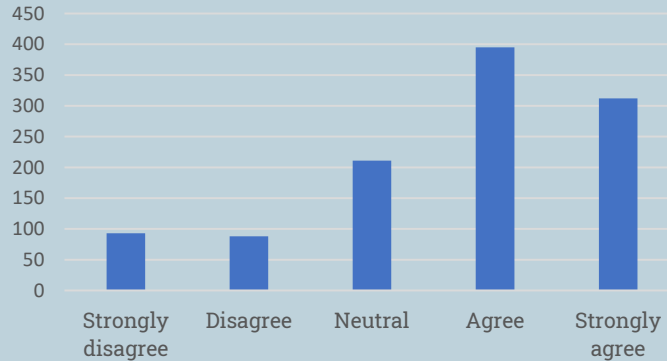
Fake goods can be dangerous



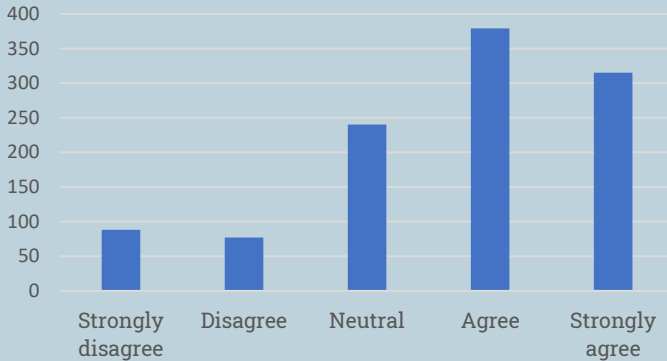
Fakes are as good as originals



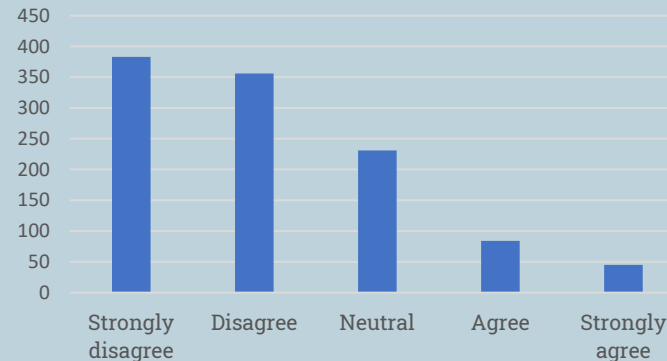
Fakes support crime



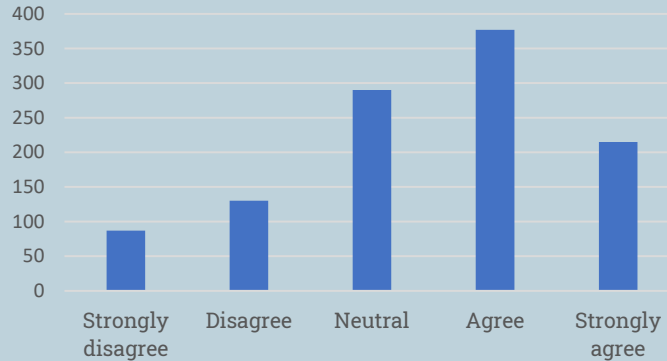
Fakes support exploitation



Buying fakes online is safe



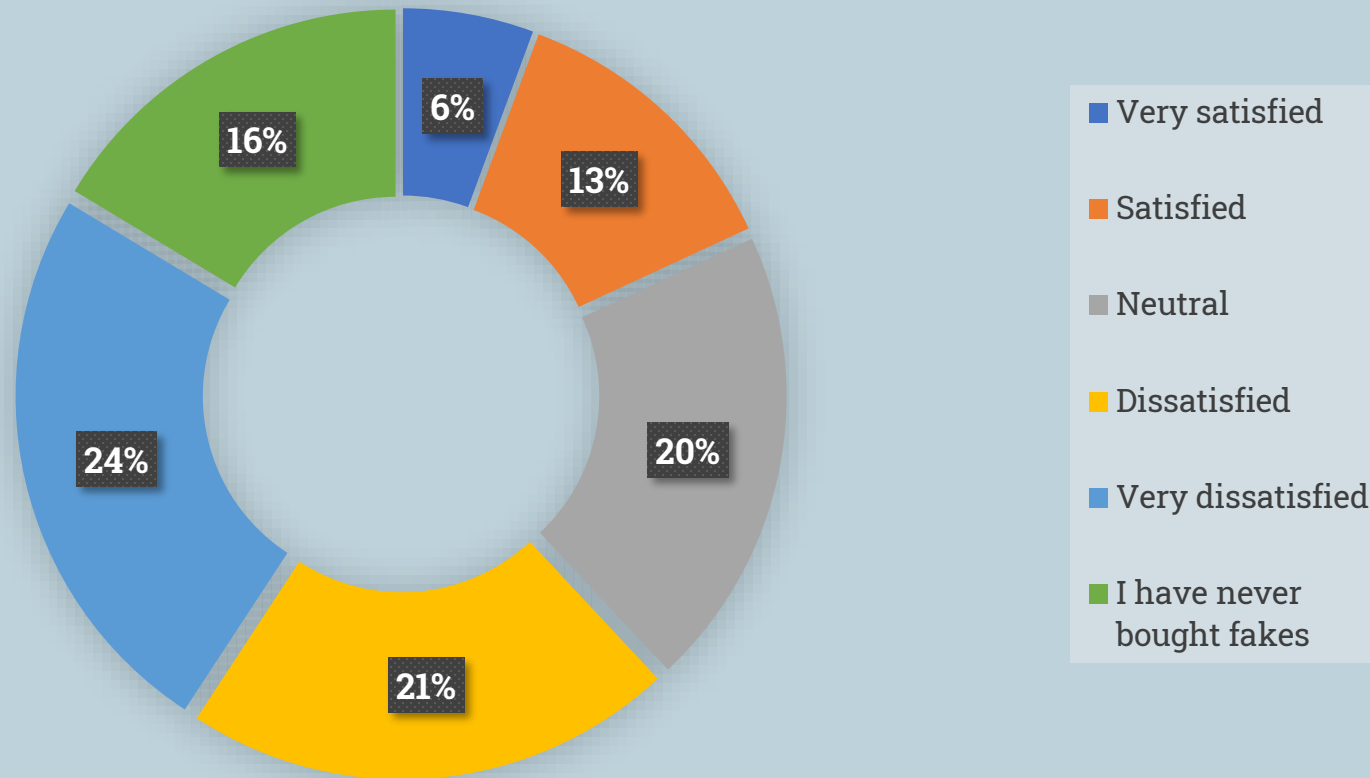
I can find fakes online easily



45% are unhappy with the fake products

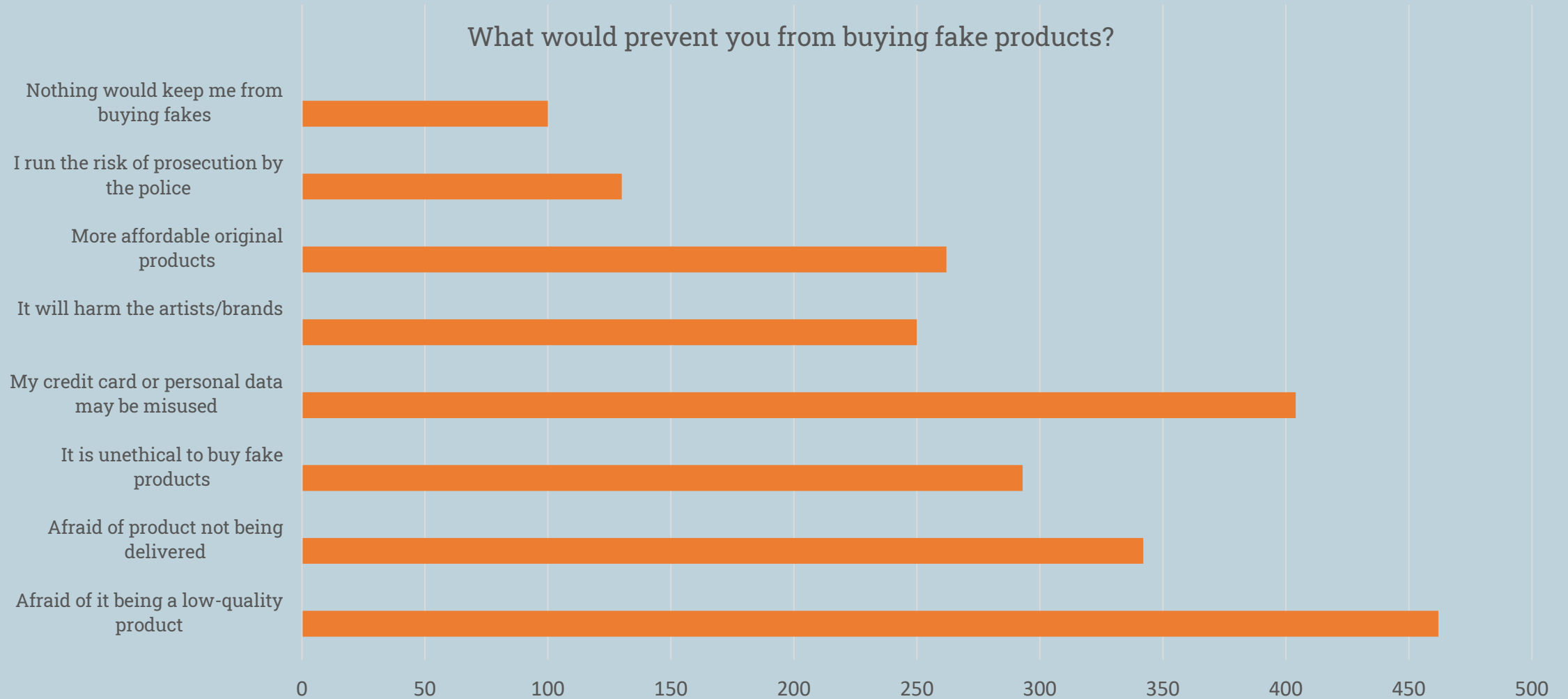
20% are neutral while 19% liked the fakes

How was your experience with the fake products you bought?



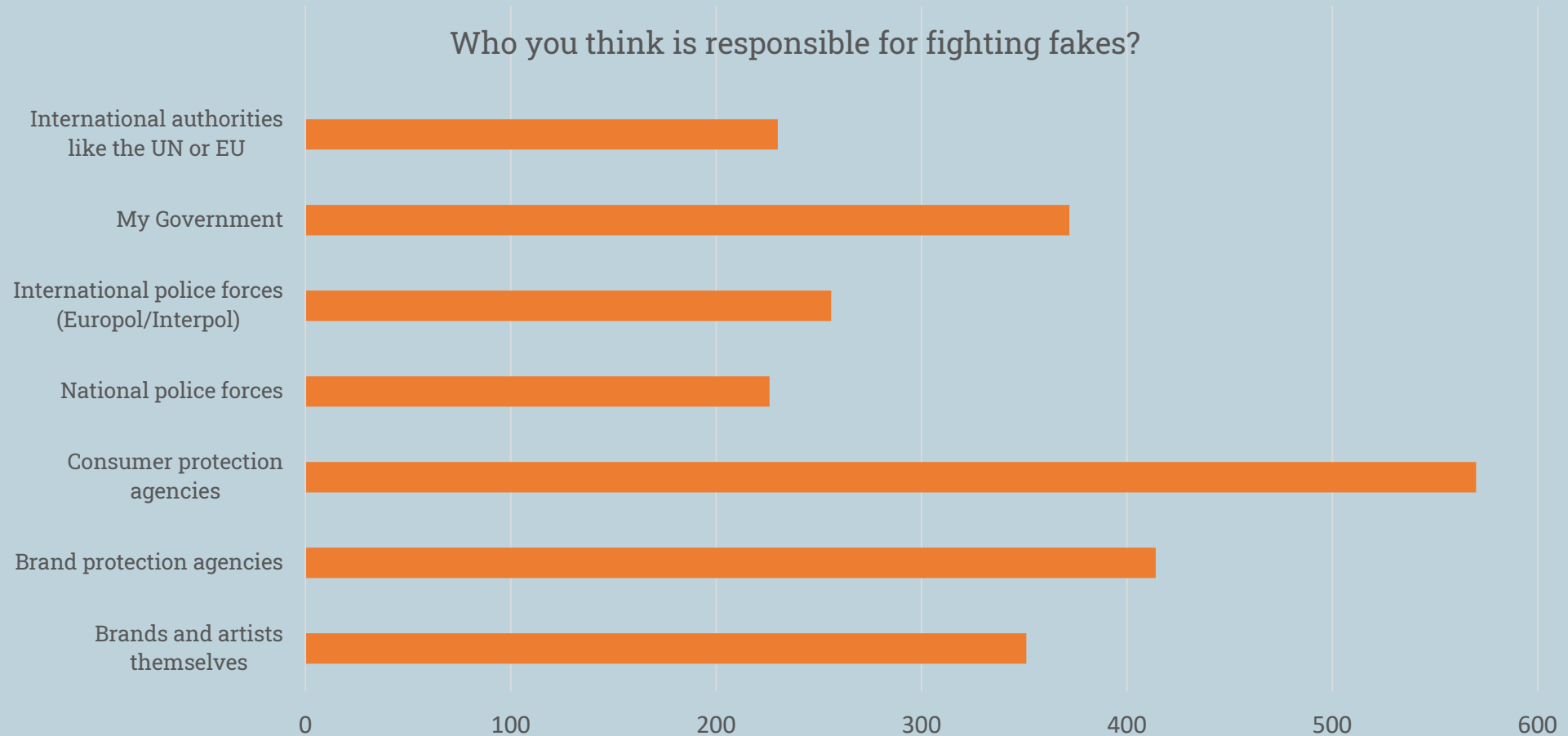
Consumers fear the quality of fake products

They are also afraid their payment information may be misused



Consumer protection agencies are named to lead the fight against fakes

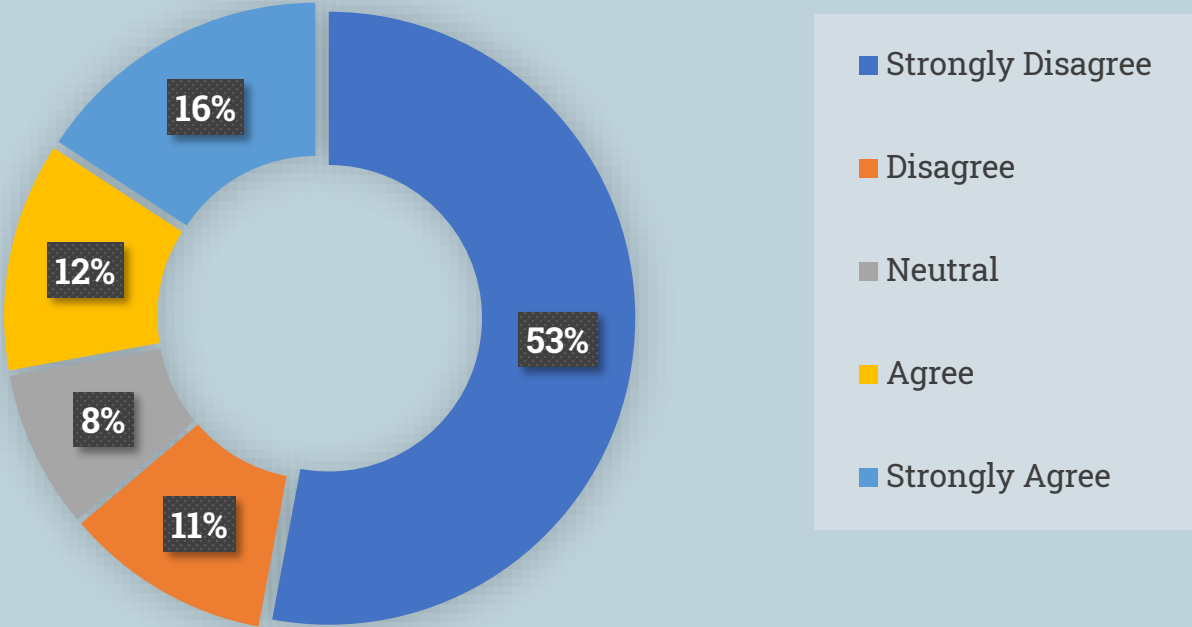
Surprisingly, international forces are named less



The majority of consumers (64%) would not buy a Coronavirus vaccine online

Still, 28% say they would

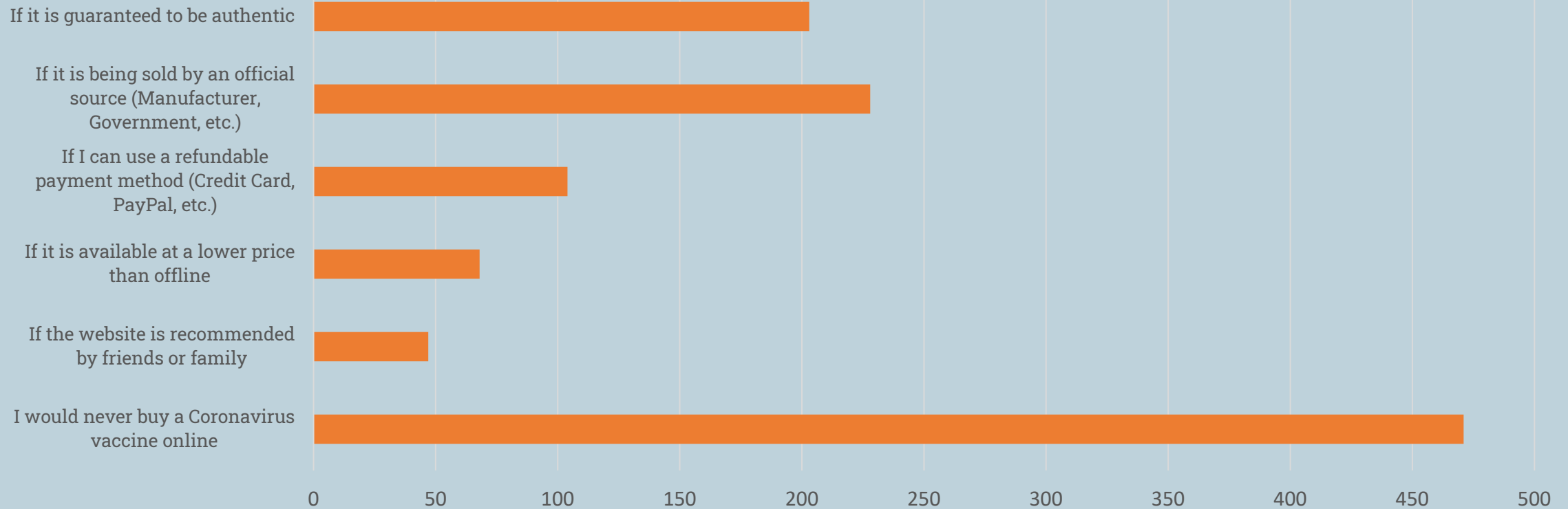
I would purchase a Coronavirus vaccine if it was available to buy online.



57% said that they would never buy the Coronavirus vaccine online

The remaining 43% might be susceptible to scams if the scammer is clever enough

Which of these reasons might convince you to purchase a Coronavirus vaccine online?



About Scamadviser & the Data

Scamadviser is an initiative of the Ecommerce Foundation.

Since 2012, Scamadviser has been developing an algorithm which gives every domain a Trust Score based on 40 different data sources. More than 100,000 consumers check Scamadviser.com every day and Scamadviser adds more than 1 million new websites to its database every month.

For questions, you can contact:

Jorij Abraham
General Manager Ecommerce Foundation / Scamadviser.com
+31 6 52840039, jorij.abraham@ecommercefoundation.org