**Transcript**

***Tanvir Ahmed – Uncovering counterfeit branding***

My study is about to understanding the consumption of counterfeit or fake brands. Counterfeit or fake brands normally use original brand names, logo, sign, design in many ways. It is estimated that 5-7% of the world trade consists of counterfeit branding. The conversion of this 5-7% is $200 billion. So it is a big marketing problem.

Consumers buy counterfeit or fake brands for many different reasons. It might be cheaper price, it might be brand image, personality factors are also involved. Many anthropologists, sociologists and political scientists have already worked on this domain to find out what are the reasons the people do buy counterfeit brands. My research will be try to find out what are the tacit motives that consumers buy the fake brands.

My research will try to contribute on the critical contributions of this research, also try to promote the fact that people don’t need to buy the counterfeit brands. That means create the awareness in the society. As a whole, my research will create some sort of contribution to the knowledge and create the awareness in the society.