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PRESS RELEASE

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One Fleming in two buys FAKE

FAKE study produces surprising results

Brandhome has completed a large-scale study into Flemish people's behaviour toward purchasing fake brands. The surprising result is that one Fleming in two has bought a fake branded product. And 70% of those respondents actually stated they had purchased similar goods on several occasions. The favourite imitation brand was Nike by some way, followed by Lacoste and Adidas. When Flemish people buy fake brands, they mainly go for clothes, perfume or handbags. Brandhome carried out the research online among 1,000 Flemings, in collaboration with the Profacts market research firm. The study group comprised a cross-section of the Flemish population between the ages of 15 and 80.

The respondents did not see a difference between 'real' and 'fake'

Brandhome's Erik Saelens: 'The results of the study are surprising. I was struck by the fact that most of the Flemings surveyed buy fake designer clothes rather than watches or bags, as you'd expect looking around you. Our explanation is that these clothes are easy to come by and have a good "badge value": in other words, they're visible. The brand has to be visible or recognisable if the wearer is to be identified with its values and image. Something else that really surprised me is that many people don't see a difference between real and fake. That suggests that the genuine brands are unable to offer the perceived quality you'd expect. I see that as a serious problem for all brands. And I would also question the effectiveness, lastly, of the fines associated with importing fake branded goods. Because most of these products are still purchased while people are on holiday.'

Table: Top ten reasons for buying fake

	Motivation for purchase	Total	Male	Female
1	<i>I think the real thing is too expensive</i>	53%	53%	52%
2	<i>No one can tell the difference anyway</i>	31%	36%	26%
3	<i>I can't afford the real thing</i>	24%	22%	27%
4	<i>I think the quality is just as good as the real thing</i>	15%	17%	14%
5	<i>I'd rather have five fakes than one real thing</i>	14%	17%	12%
6	<i>I didn't realise it was fake</i>	4%	5%	2%
7	<i>It gives me a certain status</i>	3%	3%	2%
8	<i>I really needed the product and wasn't bothered about the brand</i>	2%	2%	0%
9	<i>To try it out</i>	1%	0%	1%
10	<i>I received it as a gift</i>	1%	1%	0%

Flemish people buy fake branded goods en masse. No less than one in two have bought a fake brand in the past. As many as 70% of these have purchased several fake goods. The most important reasons for buying fake are: the price of the original branded item and the fact that no one can tell the difference.

The most commonly purchased fake brands are: Nike, Lacoste and Adidas. Louis Vuitton rounds off the top ten.

Table: Top ten most frequently purchased fake brands

	Merk	Totaal	Man	Vrouw
1	Nike	24%	24%	23%
2	Lacoste	20%	25%	15%
3	Adidas	17%	18%	16%
4	Tommy Hilfiger	16%	19%	14%
5	Diesel	16%	19%	14%
6	Bikkembergs	16%	20%	13%
7	Puma	15%	19%	12%
8	Dolce&Gabbana	15%	14%	15%
9	Calvin Klein	14%	14%	13%
10	Louis Vuitton	13%	8%	17%

Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method®. The agency's key goals include constantly increasing brand knowledge. Brandhome is headquartered in Antwerp, Belgium.

Profacts is a research organisation that takes a fresh look at quantitative market research. Innovative questioning and thorough statistical analysis enable Profacts to offer its clients the tools they need to make the right strategic and tactical decisions: www.profacts.be

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Note for editors, not for publication:

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