

COMMERCE

## Shoppers accidentally buy counterfeit products online

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*MarkMonitor's infographic report*

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By STAFF REPORTS

Online counterfeiting haunts luxury brands as consumers mistakenly purchase knock-off goods and dealers make money off the naivety of the buyer.

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According to an **infographic** from MarkMonitor, most consumers are looking for deals on a luxury items and are misled to counterfeiters' Web sites, and these people are often middle aged, less educated and make less than \$100,000 a year. It is important for luxury brands to understand the demographics of shoppers that are led to rogue sites so they can better tailor their online presence to capture traffic from these consumers.

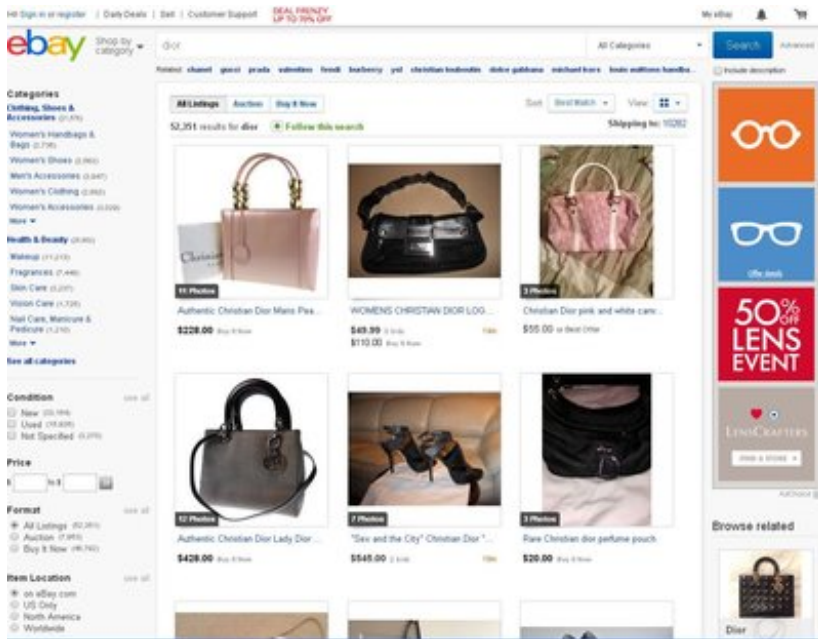
### Beyond Chinatown

The consumer who is misled to counterfeit items is often not a true luxury consumer, but rather an aspirational consumer searching for the best deal on a specific luxury item.

Out of the people who visit counterfeiting sites, there is a ration of 28-to-1 in those seeking deals versus those actually looking for a counterfeit item. Unfortunately for luxury brands, one in 10 shoppers wind up on a fake site.

These consumers are typically between 31 and 50 years old, have some college

education or less and their annual income is typically less than \$100,000 a year.



### *Luxury items on eBay*

Counterfeiting on eBay was previously a large problem for the online auctioneer, but with a recent crackdown, the site is teaming with LVMH to incite change online.

In July, LVMH and eBay settled a long-standing court battle over the selling of knock-off goods.

LVMH filed complaints against eBay in 2006 over intellectual property rights and the online sale of counterfeit goods, and eight years later the litigation has finally been settled. The court decision will create a cooperative ground for the two companies to jointly fight the sale of counterfeit items ([see story](#)).

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