ABSTRACT

My research focuses on the purchase behavior of consumers towards designer lawn brands and their counterfeits. It’s a descriptive research which basically discusses that how females perception is affected by the designer lawn brands and their cheap counterfeits available in the market. The main purpose of this research was to find out the reason which influences the females to opt for designer lawn brands instead of their counterfeits which are vast available. Results to this were found through the help of questionnaires and interviews. Questionnaires were floated with a sample size of 65 people for females aged 18 and above in malls and university.

The data finding indicated that major factor why females opt for designer lawn brand is because of the status symbol which the brand image offers to a particular social class. Whereas the reason behind the high demand of counterfeits lawn is because of its cheaper price.

**Keywords:** Designer lawn brand, Counterfeit lawn, Purchase behavior.