

Curtin 

Singapore

Advertising (Account Planning) 340

Group Assignment – Discussion Guide

Combatting Counterfeits

GUCCI



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Focus Group Discussion Guide

Objectives

- Marketing: To regain market share / increase sales / regain customer loyalty by increasing brand equity
- Research: (1) Whether consumers have adequate knowledge to differentiate counterfeit from genuine goods. (2) What motivates consumers to combat counterfeit luxury goods

Nature of Focus Group

- Gender: Males and Females
- Age: 20-40 years old
- Education level: Tertiary and above
- Occupation: Students and PMEBS
- Income level: Lower-middle (between S\$10,000-S\$60,000 per annum)

General Agenda of Focus Group

1. To find out consumers attitude towards counterfeit goods
2. To find out the level of motivation needed to spur them to fight counterfeit goods
3. To find out what extrinsic and/or intrinsic rewards play a part in motivating the consumers

Roles and Responsibilities

- Group moderator asks questions and supervise discussion flow
- Observers take notes of misses and hits of the discussion and feedback to moderator during break
- Note takes assist to ensure that good answers are not missed inadvertently, taking down actual quotes.

Introduction

(Greeting) and thanks for coming to talk with us about counterfeiting. My name is XXX and these are my colleagues.

Check OK about taping and being here

We will be taking notes but we're also going to record the discussion so no ideas get missed. Can I just make sure that everyone's OK about that? Also, is everyone here because they want to be? If you've changed your mind it's okay to say so. OK, I'm now going to tell you a little bit about why we're here and what you can expect from this session.

Purpose of focus group

We're here to gather some opinions and feedback regarding counterfeiting of luxury brands and what people can do to help deter its growth. So we are here to talk with the real experts about luxury goods consumption – You – to find out to what extent you would go out to, to combat counterfeit.

What we'll do with the Information

All information that you have contributed will be used for research purposes and will not be distributed publicly.

Who'll do most of the talking

Our focus group discussion should last about an hour and we'll have a break halfway. Once we get started we'll ask you questions and we'd like you to share your ideas / opinions. We'll leave it up to you to do most of the talking and we will do a lot of listening. We won't be giving our opinions. Remember we want to learn from you.

If uncomfortable

Please tell us if the discussion makes you feel uncomfortable at any time, or if you want to say something but don't want it to be recorded. If something personal comes up you'd like to talk about, please speak to one of us in the break or later.

How the group will run

We'll ask one question at a time and wait for everyone to have a chance to answer. Please be respectful of each other's opinions. There is no right or wrong answers. It's okay to have a different opinion. Don't feel like you have to talk directly to us. Feel free to talk to each other. You can reply to something someone's said. We might ask people by name if they want to speak – just so we can be sure everyone gets a say.

Ice Breaker

Does anyone have any questions about why we are here or add any other points to our agreement or how the group should be run? Before we begin with the first question – we'll go round the group and can everyone say their name and your favorite luxury brand.

Question Guide

Attitudes

1. What luxury brands come to mind when counterfeit is mentioned?

Probes

- a. Gucci (if no one says so)

2. How do you distinguish that between a counterfeit and a genuine product?

Probes

- a. Authenticity certificate card
- b. Serial number in the bag
- c. Quality of material
- d. Quality Workmanship
- e. The image of vendor/store

3. Where do you obtain information in identifying counterfeit goods?

Probes

- a. Online
- b. Magazine/newspaper
- c. Luxury shops
- d. Family and friends

4. Which are the brands would you stop supporting due to overwhelming counterfeits and why?

Probes

- a. Bad social image
- b. Cheap and low quality
- c. Negative brand association
- d. Loss of exclusivity

Level of Motivation

5. When you spot a counterfeit vendor, what would you do at that instant?

Projective Technique

- a. When I see a counterfeit vendor, I would _____.
- b. Question: Why would you do so?

6. What damages do you think luxury brands that have been counterfeited suffer from?

Probes

- a. Loss in revenue
- b. Market share
- c. Brand value (image, exclusivity etc.)
- d. No effect

7. If your favorite luxury brand is wiped out due to counterfeiting and you could only buy the counterfeits how would you feel?

Probes

- a. Guilty
- b. Indifferent
- c. Traumatize
- d. Sad
- e. Happy

8. How many of you would wish that you had done anything to help them?

9. If an incentive was given, how many of you would do something?

If no, what is stopping you?

Probes*

- a. Risk to identity exposure
- b. Too much hassle
- c. Not sure what to do

10. (Provided that * is resolved) What are the possible things you would do to help the luxury brands?

Probes

- a. Report to authorities
- b. Report to the store
- c. Stop buying
- d. Discourage buying

Extrinsic and intrinsic rewards

11. What type of incentives do you look forward to?

Probes

- a. Cash reward
- b. Free product from the brand
- c. Sales promotions (savings, vouchers)
- d. Recognition (trophy, medal, certificate, badge of honor)
- e. Invitation, VIP passes to exclusive events

12. Everyone is entitled to 2 votes, rank which form of incentives listed are the ones you favor most?

Campaign Idea Testing

13. Take GUCCI for example, what would be sufficient for you to help report vendors (Online/Physical)?

Probes

- a. Free product – what type of product is most desired?
- b. Sales promotions – is 40% for desired discount?
- c. Recognition – trophy, medal, certificate, badge of honor?
- d. Invites – to what events (e.g. fashion show, private sales, product launch)?

14. What is your most preferred method of reporting?

Probes

- a. Direct to stores
- b. Mobile app
- c. Internet platform

Closing

Thank for your time and for sharing your ideas with us today and for being so considerate and respectful of one another.