Counterfeiting and Fraud in Supply Chains
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Table of Contents

List of Figures vii
List of Tables xi
List of Contributors xv
Preface xvii
Acknowledgements xix

Chapter 1 Investigating the Landscape of Research on Counterfeiting Products and Goods: A Systematic Literature Review Using Science Mapping 1
Jasna Kovačević and Almir Peštek

Chapter 2 Insights in Toxic Counterfeit Cuisine 23
Saskia M. van Ruth, Lintianxiang Chen, Anika Dick and Sara W. Erasmusa

Chapter 3 Frauds in Food Supply Chains: The Case of Croatian Market 49
Željka Mesić and Josip Juračak

Chapter 4 Fraud Vulnerability in the Organic Food Supply Chain in Serbia: Analysis of Farmers, Packagers, Importers and Retailers 73
Goran Petković, Dubravka Užar and Aleksa Dokić
Chapter 5  Industry 4.0 Technology Enablers’ Guardian Role in Food Fraud Prevention  
Aleksandra Nikolić, Alen Mujčinović and Dušanka Bošković

Chapter 6  Trade in Counterfeit Products in Conditions of Crisis Caused by the COVID-19 Pandemic  
Sreten Ćuzović, Svetlana Sokolov Mladenović and Đorđe Ćuzović

Chapter 7  The Importance of Intellectual Property Law in the Prevention of Selling Counterfeit Products Online  
Katerina Toshevska-Trpchevska, Irena Kikerkova, Elena Makrevska Disoska and Ljuben Kocev

Chapter 8  Tackling the Counterfeit Goods Trade in Tanzania: Reflections on the Anti-Counterfeiting Criminal Law  
Eugene E. Mniwasa

Chapter 9  Understanding Factors Behind Consumption of Counterfeit Goods in Developing Economy  
Felix Adamu Nandonde

Chapter 10  Consumer Concerns on Counterfeiting in the Fashion Supply Chain: Gen Y and Z Point of View  
Sanda Soucie

Chapter 11  Analysis of Attitudes of Consumers in Bosnia and Herzegovina Toward Counterfeit Products  
Almir Peštek and Ajša Katica

Index

Table of Contents
## List of Figures

### Chapter 1

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Number of Publications per Decade.</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>The Most Productive and Most Cited Journals.</td>
<td>7</td>
</tr>
<tr>
<td>3</td>
<td>The Most Productive Societies.</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>Author Co-citation Network in Counterfeiting Products and Goods Research.</td>
<td>14</td>
</tr>
<tr>
<td>5</td>
<td>Keyword Co-occurrence Map.</td>
<td>15</td>
</tr>
<tr>
<td>6</td>
<td>Temporal Overlay of Keywords in the Network.</td>
<td>17</td>
</tr>
</tbody>
</table>

### Chapter 2

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Typology of Different Forms of Counterfeiting (Full Fakes; Original Packaging Refills, Non-Compliant Materials, Product Overruns), as Well as Imitations and Brand Squats.</td>
<td>24</td>
</tr>
<tr>
<td>2</td>
<td>A Well-Known Brand Champagne (Left-Hand Side) and Imitations (Middle- and Right-Hand Side).</td>
<td>26</td>
</tr>
<tr>
<td>3</td>
<td>Relative Frequency of Commodities in Counterfeit Incident Reports in the Decernis Food Fraud Database (Decernis, 2021), ( n = 242 ) Reported Incidents.</td>
<td>28</td>
</tr>
<tr>
<td>4</td>
<td>Geographical Distributions of Counterfeit Foods at Continent Level for Produced Location (Upper Graph, ( n = 221 )) and Distributed Location (Lower Graph, ( n = 183 )).</td>
<td>30</td>
</tr>
</tbody>
</table>
### List of Figures

#### Chapter 3
- **Figure 1.** Consumer Familiarity With Food Fraud. 62
- **Figure 2.** Consumer Concerns About Food Fraud. 63
- **Figure 3.** Consumer Attitudes About the Risk of Counterfeiting or Food Fraud for Different Product Categories. 64

#### Chapter 4
- **Figure 1.** The Three Elements Affecting Fraud Vulnerability. 78
- **Figure 2.** Aggregated Radar Chart for All Interviewed Organic Marketing Channel Members. 85

#### Chapter 5
- **Figure 1.** Systematic Literature Review Analysis. 97
- **Figure 2.** Number of Identified Papers Associated With Term ‘Food Fraud’ for Period 2017–2021. 98
- **Figure 3.** Publisher/Institution That Address Food Fraud Issue Mostly (Left Side) and Country of Origin of Such Studies (Right). 99
- **Figure 4.** Citation Network Among the Selected Studies. 101
- **Figure 5.** Food Integrity and Risks Associated With Food System. 103
- **Figure 6.** Food Fraud Prevention Framework. 109

#### Chapter 6
- **Figure 1.** Volume of International Trade in Goods, 2015Q1–2022Q4 (Index, 2015 = 100). 131

#### Chapter 7
- **Figure 1.** E-commerce Platforms Removals (Advertisement, Auction Pages). 163
- **Figure 2.** Removed Infringements on E-commerce Platforms by Type in 2020. 163
- **Figure 3.** Infringements by Region in 2020. 164
- **Figure 4.** Reported and Removed Website. 165
- **Figure 5.** Country of Origin of the Internet Service Provider of Infringing Websites in 2020. 165
- **Figure 6.** Social Media and Apps Removed. 166
- **Figure 7.** Removed Social Media Links by Social Platform in 2020. 166
List of Figures

Chapter 8
Figure 1. Main Factors Impinging on Anti-Counterfeiting Criminal Law in Tanzania. 194

Chapter 9
Figure 1. Variables Used in Confirmatory Factor Analysis. 208

Chapter 10
Figure 1. Frequency of Purchasing CFP (%) of ‘Buyers’. 227
Figure 2. Shopping Channels for Purchasing CFP (%) of ‘Buyers’. 227
List of Tables

Chapter 1
Table 1. Most Productive and Most Cited Authors in a SCOPUS Sample of Articles. 9
Table 2. Most Cited Documents in the SCOPUS Sample. 10
Table 3. Most Highly Co-cited Documents in the Counterfeiting Products and Goods Literature. 12

Chapter 2
Table 1. Ranking of Industry Segments According to Perceived Vulnerability (High to Low) to Counterfeiting. 29

Chapter 3
Table 1. The Food Fraud Matrix – With Examples of the Cause of a Risk. 53
Table 2. Socio-Demographic Characteristics of the Respondents. 61
Table 3. Consumer Familiarity With Fraud-Related Incidents. 63
Table 4. Product Categories by Origin and Likelihood of Food Fraud – Opinion of Consumers. 65
Table 5. Consumer Evaluation of Each Organisation’s Effectiveness in Protecting Against Food Fraud. 65

Chapter 4
Table 1. Overview of Different Food Fraud Types. 76
Table 2. Observed Organics Marketing Channel Members. 81
Table 3. The Three Key Elements and Adapted 34 Fraud Factors. 82
Table 4. Fraud Factors Related to Opportunities, Motivations and Control Measures. 84
xii  List of Tables

Chapter 5
Table 1. Food Fraud Economic Loses. 94
Table 2. Industry 4.0 Benefits and Main Drivers. 95

Chapter 6
Table 1. Counterfeiters’ Actions and Their Attributes. 127
Table 2. Types of Counterfeiting. 127

Chapter 8
Table 1. Counterfeit Goods in Tanzania’s Markets. 179
Table 2. Major Drivers of the Counterfeit Goods Trade in Tanzania. 182
Table 3. Main Negative Effects of the Counterfeit Goods Trade in Tanzania. 184
Table 4. The Main Anti-Counterfeiting Statutory Laws in Tanzania. 187

Chapter 9
Table 1. Characteristics of the Respondents. 212
Table 2. Monthly Income for Employed and Self-Employed Respondents. 214
Table 3. The Measurement Model for Sample. 214
Table 4. Construct Reliability, Convergent Validity and Discriminant Validity. 215

Chapter 10
Table 1. Demographic Characteristics – Purchasing CFP. 226
Table 2. Purchasing Characteristics of ‘CFP’ Buyers in Terms of Gender and Age. 228
Table 3. Reasons/Motives for Buying CFPs in Terms of Gender and Age. 228
Table 4. The Strongest Correlation Coefficients for Reasons/Motives of Purchasing CFPs. 230
Table 5. Reasons/Motives for Not Buying CFPs in Terms of Gender and Age. 231
Table 6. The Strongest Correlation Coefficients for Reasons/Motives of Not Purchasing CFPs. 232
Chapter 11

Table 1. Perception of the Counterfeit Product. 248
Table 2. Most Frequently Counterfeited Products. 248
Table 3. Kinds of Counterfeit Products Purchased by the Respondents. 249
Table 4. Factors for Distinguishing Between Counterfeit and Original Products. 249
Table 5. Products for Which the Respondents Believe That It Makes No Difference for Them Whether They Are Originals or Counterfeits. 250
Table 6. Place of the Purchase of Counterfeit Products. 250
Table 7. Reasons for Purchasing Counterfeit Products. 251
Table 8. Respondents’ Attitudes Toward Counterfeit Products. 252
Table 9. Respondents’ Attitudes Toward the Effect of Counterfeit Products. 253
Table 10. Respondents’ Attitude Toward Purchasing Counterfeit Products. 254
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Preface

The book *Counterfeiting and Fraud in Supply Chains* is dedicated to the explanation of reasons for the growth and popularity of counterfeiting and fraud among consumers and the economic and social impact of counterfeiting.

Counterfeiting is an increasing global problem, and almost every country in the world is facing the trade in counterfeit products. Globalisation, growth of world commerce, new markets and technology development (including e-commerce platforms) have contributed to the growth of the phenomenon of counterfeiting.

Counterfeiting affects a wide range of industries, from the pharmaceutical industry, electronics and electrical equipment industry, clothing and footwear, to food, cosmetics and luxury products industries. Counterfeiting products can often be dangerous, posing health, privacy and safety risks. Consumers that buy counterfeit products, due to their low prices compared to originals, are often exposed to serious health risks as counterfeit products are not subject to the regulatory standards and production norms that govern legitimate products.

Besides, counterfeiting has an unfavourable effect on legitimate manufacturers, as well as on the national and international economy. Companies face competitors that steal their intellectual property without paying taxes, lost revenues and productivity. On the other hand, governments have a reduction in tax revenues, fewer funds for public goods like schools, hospitals, roads and other basic infrastructure that in turn stimulate job growth. Consequently, it leads to unemployment and greater levels of crime.

The book consists of 11 chapters where readers can find theoretical explanations of counterfeiting and fraud, supported by empirical and practical explanations in the cases of different countries. Thus, we hope that it will serve as a basis for others to extend the research and provide some new insights into this area. This book can be considered as a theoretical and practical framework on this important topic showing implications and concrete recommendations to deal with counterfeiting and fraud.

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