

A Goods-Dominant – Service-Dominant Perspective on Counterfeiting

Extant research is equivocal on the positive and negative implications of counterfeits and is unable to offer an explanation for why purchase and use of counterfeits evoke mixed and contentious responses. We argue that the unreconciled claims about counterfeits are partially rooted in the divided logics of value as articulated by the goods-dominant logic (GDL) versus service-dominant logic (SDL). We develop a conceptual understanding of counterfeiting atop SDL axioms along key extant research debates. Our examination of the theoretical GDL-SDL views of counterfeits with a synthesis of 132 extant academic works, informs the adversarial orientation towards counterfeiting. We contribute specific propositions that link the theoretical relevance of evaluating outcomes of counterfeiting from a balanced view of the GDL and SDL and provide foci for future macromarketing research on this subject.