24% of consumers have unintentionally been duped into buying counterfeit goods online. Consumers do 34% of their shopping online throughout the year — but do 15% more shopping online over Christmas.

Why? Shoppers identified a combination of reasons:

- Would rather have the real thing
- Say it's morally wrong
- Are brand loyal

Conducted by Opinion, for MarkMonitor, polling 3,450 consumers across 9 countries.