MEET GEN Z: ARGENTINA

Gen Z is a cohort of individuals born from 1995-2010—often referred to as digital natives. Reports have shown that by 2020, Gen Z will represent the most significant number of consumers globally. An INTA-commissioned research surveyed 4,500+ respondents in 10 countries including Argentina to understand 1) Gen Z’s relationship with brands 2) their attitude and purchase behavior towards brands, and 3) practical vs. ethical considerations when purchasing counterfeit products.

INTELLECTUAL PROPERTY RIGHTS

- 77 PERCENT have at least heard of intellectual property (IP) rights
- 87 PERCENT of those who have at least heard of IP rights believe IP rights are equally or more important than physical property rights

TOP REASONS WHY GEN Zers BUY COUNTERFEIT PRODUCTS

- 66 PERCENT say they can only afford the fake version of some brands

DON’T BUY COUNTERFEIT PRODUCTS

- 82 PERCENT say they quality of the fake products is usually not good enough.

WHAT’S OFFERED WHEN SHOPPING CURRENT INCOME

- 89 PERCENT purchased counterfeit products in the last year
- 34 PERCENT expect to purchase fewer counterfeit products in the future

WHAT’S OFFERED VS. CURRENT INCOME

- 61 PERCENT in Argentina say the brand name is important
- 62% global average

INFLUENCES

What currently influences Gen Zers’ opinions on counterfeit products:

- says brands should be accessible to everyone
- says brands should aim to do good in the world
- says a product’s brand logo helps gauge which brand made the product

The statistics above are all sourced from The International Trademark Association’s Gen Z Insights: Brands and Counterfeit Products Study published May 2019. ©2019 INTA. All rights reserved.