MEET GEN Z: INDIA

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 India 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

- 94 PERCENT say brands should be accessible to everyone
- 94 PERCENT say brands should aim to do good in the world
- 85 PERCENT have at least heard of intellectual property (IP) rights
- 90 PERCENT say their favorite brands make them feel good and confident about themselves
- 86 PERCENT of those who have at least heard of IP rights believe IP rights are equally or more important than physical property rights
- 85 PERCENT purchased counterfeit products in the last year
- 58 PERCENT expect to purchase fewer counterfeit products in the future

TOP REASONS WHY GEN Zers BUY COUNTERFEIT PRODUCTS

- 60 PERCENT say the quality of a counterfeit product is good enough for the price

DON’T BUY COUNTERFEIT PRODUCTS

- 84 PERCENT say counterfeit products can be unsafe

WHAT’S OFFERED WHEN SHOPPING

- 39 PERCENT expect to purchase counterfeit products in the future

INFLUENCES

What currently influences Gen Zers’ opinions on counterfeit products:

- 81 PERCENT in India say the brand name is important

CURRENT INCOME

- 62% global average
- 79 PERCENT global average
- 79 PERCENT in India

WHAT’S OFFERED

- 36 PERCENT global average
- 39 PERCENT in India

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.