INDONESIA'S
GEN Z Insights:
Brands and Counterfeit Products

MEET GEN Z: INDONESIA

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 Indonesia 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

have at least heard of intellectual property (IP) rights

91 PERCENT
say they gravitate towards brands with an inspiring and encouraging message

90 PERCENT
say brands should aim to do good in the world

88 PERCENT
say brands should be accessible to everyone

INFLUENCES

What currently influences Gen Zers' opinions on counterfeit products:

CURRENT INCOME
THIRTY NINE PERCENT
PEOPLE THEY SEE AROUND THEM
THIRTY THREE PERCENT

TOP REASONS WHY GEN Zers
BUY COUNTERFEIT PRODUCTS
73 PERCENT
say counterfeit products are easier/more convenient to find than genuine products

DON'T BUY COUNTERFEIT PRODUCTS
90 PERCENT
say counterfeit products can be unsafe

72 PERCENT
in Indonesia say the brand name is important

87 PERCENT
purchased counterfeit products in the last year

72 PERCENT
expect to purchase fewer counterfeit products in the future

Global average
79 PERCENT
say they gravitate towards brands with an inspiring and encouraging message

62%
say brands should aim to do good in the world

79 PERCENT
say brands should be accessible to everyone

87%
90%
78%
90%
88%
72%

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.