MEET GEN Z:
RUSSIA

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 Russia 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

- 83 PERCENT say brands should be accessible to everyone
- 81 PERCENT say the brand name isn’t as important as how well the product fits their needs
- 77 PERCENT say brands should aim to do good in the world
- 88 PERCENT have at least heard of intellectual property (IP) rights
- 84 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

- 69 PERCENT say counterfeit products are easier/more convenient to find than genuine products

DON’T BUY COUNTERFEIT PRODUCTS

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

INFLUENCES

What currently influences Gen Zers’ opinions on counterfeit products:

- CURRENT INCOME
  - SIXTY TWO PERCENT
- WHEN SHOPPING
  - FORTY ONE PERCENT

- 82 PERCENT purchased counterfeit products in the last year
- 82 PERCENT expect to purchase fewer counterfeit products in the future
- 48 PERCENT in Russia say the brand name is important

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.

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