

CHINA'S

GEN Z Insights:

Brands and Counterfeit Products



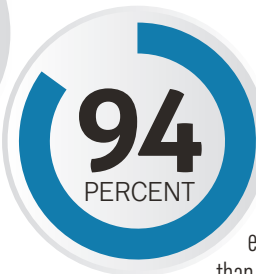
MEET GEN Z: CHINA

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 China 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.

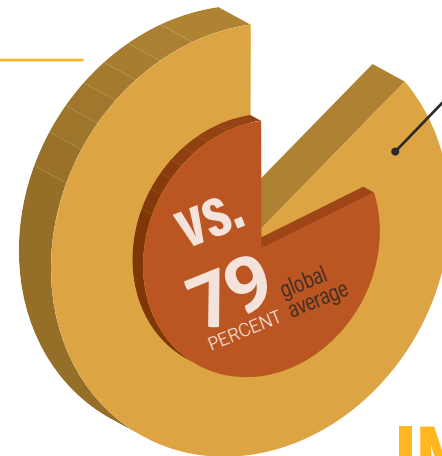
INTELLECTUAL PROPERTY RIGHTS



have at least heard of intellectual property (IP) rights



of those who have at least heard of IP rights believe IP rights are equally or more important than physical property rights



84
PERCENT
purchased counterfeit products in the last year

70
PERCENT
expect to purchase fewer counterfeit products in the future



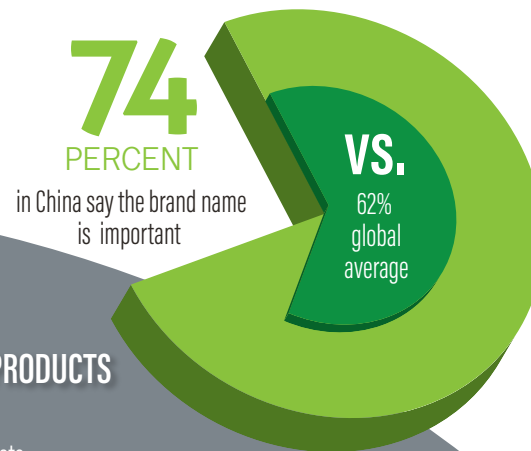
TOP REASONS WHY GEN Zers

BUY COUNTERFEIT PRODUCTS

61
PERCENT
say counterfeit products are easier/more convenient to find than genuine products

DON'T BUY COUNTERFEIT PRODUCTS

89
PERCENT
say counterfeit products can be unsafe



INFLUENCES

What currently influences Gen Zers' opinions on counterfeit products:

MORALS
FORTY SEVEN PERCENT

INCOME
FORTY TWO PERCENT