

INDIA'S GEN Z Insights:

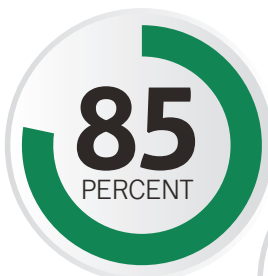
Brands and Counterfeit Products



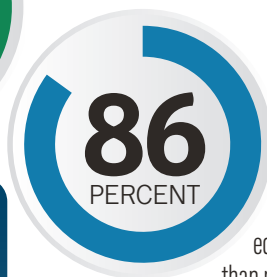
MEET GEN Z: INDIA

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.

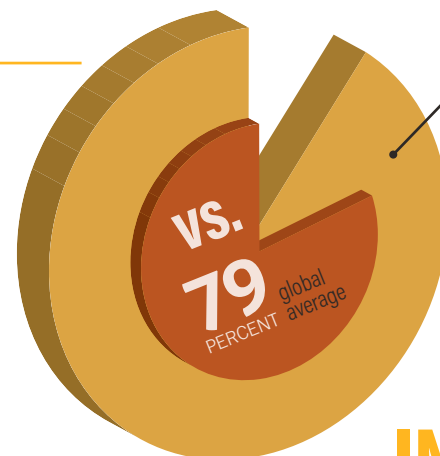
INTELLECTUAL PROPERTY RIGHTS



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



89 PERCENT purchased counterfeit products in the last year

58 PERCENT expect to purchase fewer counterfeit products in the future

94 PERCENT say brands should be accessible to everyone

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

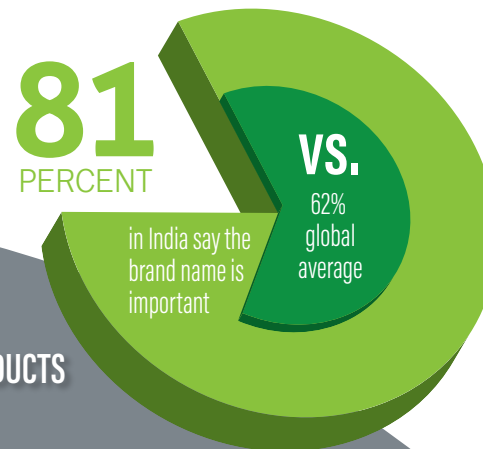
90 PERCENT say their favorite brands make them feel good and confident about themselves

INFLUENCES

What currently influences Gen Zers' opinions on counterfeit products:

CURRENT INCOME
THIRTY NINE PERCENT

WHAT'S OFFERED WHEN SHOPPING
THIRTY SIX PERCENT



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