

INDONESIA'S

GEN Z Insights:

Brands and Counterfeit Products



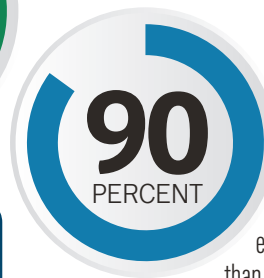
MEET GEN Z: INDONESIA

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.

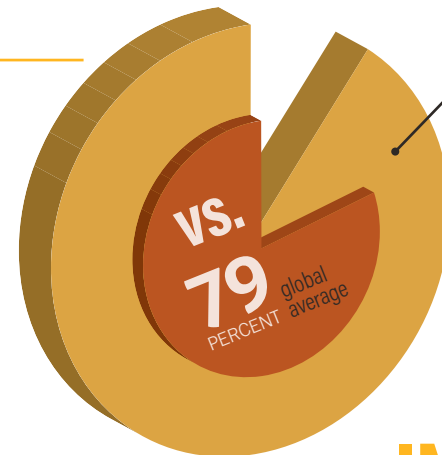
INTELLECTUAL PROPERTY RIGHTS



have at least heard of intellectual property (IP) rights



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



87
PERCENT
purchased counterfeit products in the last year

72
PERCENT
expect to purchase fewer counterfeit products in the future



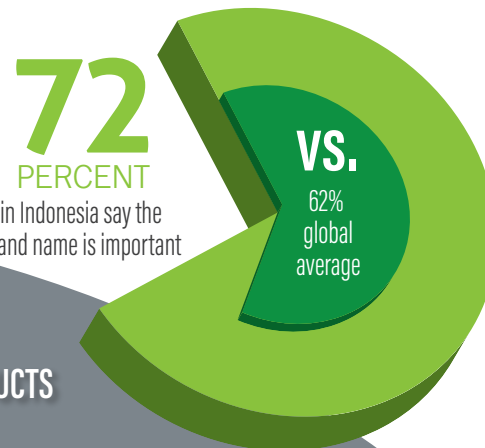
INFLUENCES

What currently influences Gen Zers' opinions on counterfeit products:

CURRENT INCOME
THIRTY NINE PERCENT

PEOPLE THEY SEE AROUND THEM

THIRTY THREE PERCENT



72
PERCENT
in Indonesia say the brand name is important

VS.
62%
global average

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