

JAPAN'S

# GEN Z Insights:

## Brands and Counterfeit Products



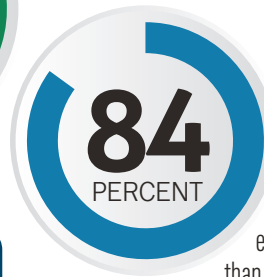
### MEET GEN Z: JAPAN

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 Japan 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.

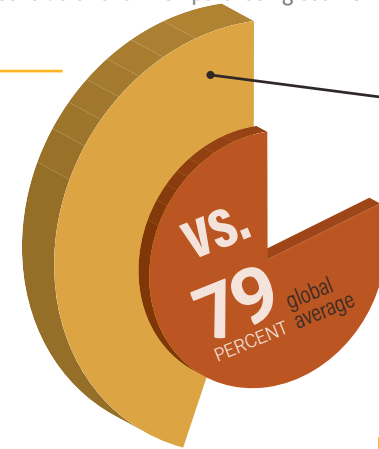
#### INTELLECTUAL PROPERTY RIGHTS



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



**46**  
PERCENT  
purchased counterfeit products in the last year

**41**  
PERCENT  
expect to purchase fewer counterfeit products in the future

**85**  
PERCENT

say a product's brand logo helps them gauge which brand made that product

**79**  
PERCENT

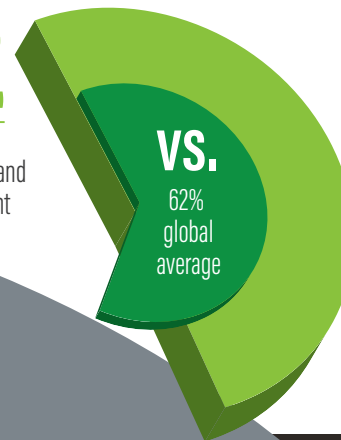
say their favorite brands make them feel good and confident about themselves

**75**  
PERCENT

say the brand name isn't as important as how well the product fits their needs

**52**  
PERCENT

in Japan say the brand name is important



**VS.**  
62%  
global  
average

#### INFLUENCES

What currently influences Gen Zers' opinions on counterfeit products:

**MORALS**

**FORTY EIGHT PERCENT**

**INCOME**

**THIRTY THREE PERCENT**

#### TOP REASONS WHY GEN Zers

##### BUY COUNTERFEIT PRODUCTS

**65**  
PERCENT

say they can only afford the counterfeit version of some brands

##### DON'T BUY COUNTERFEIT PRODUCTS

**82**  
PERCENT

say they would rather purchase the genuine product