



# **Consumer Attitudes on Counterfeiting & Piracy**

**National Workshop on IPR  
Enforcement - Indonesia**

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# 1. Why?

- Combating Counterfeiting & Piracy:
  - Supply Side
  - Demand Side
  
- Learning what happens at the demand side:
  - To enlighten communication tactics helping changing the behaviors of the consumers by making them understand the implications of buying C&P goods

## 2. Consumer Attitudes

- CIPR Consumer Study (Moscow and Samara) - 2003

- ICC/BASCAP Research Report on Consumer Attitudes and Perceptions on Counterfeiting and Piracy – 2010

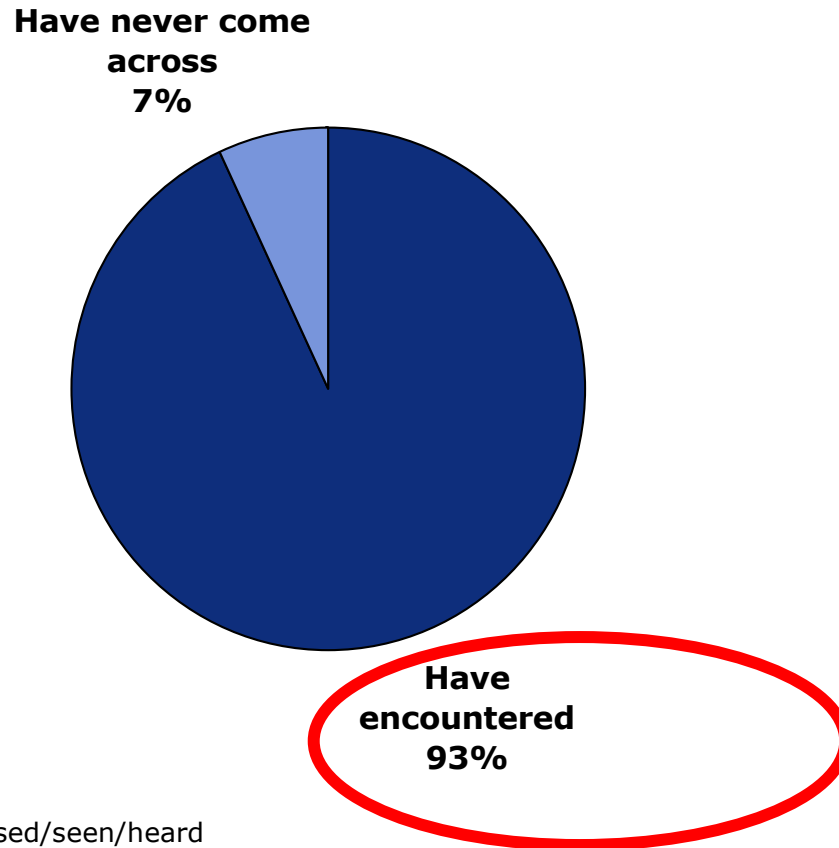
- See:

- <http://www.iccwbo.org/bascap/index.html?id=33865>

- [http://www.wipo.int/edocs/mdocs/enforcement/en/wipo\\_ace\\_6/wipo\\_ace\\_6\\_6.pdf](http://www.wipo.int/edocs/mdocs/enforcement/en/wipo_ace_6/wipo_ace_6_6.pdf)

# 2.1. Consumer Attitudes (CIPR, 2003)

## Counterfeits Encountered the previous year\*

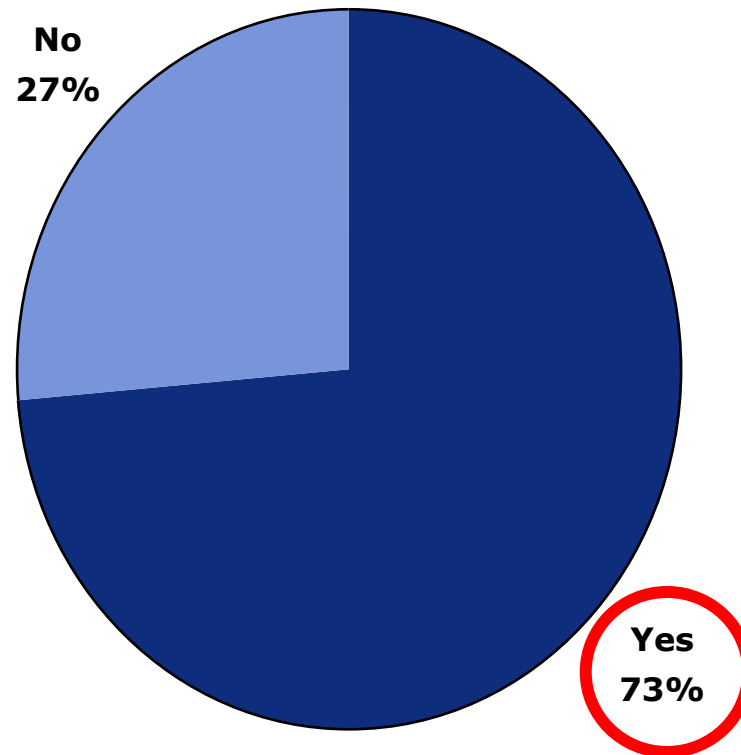


\* purchased/seen/heard

Base: 1200

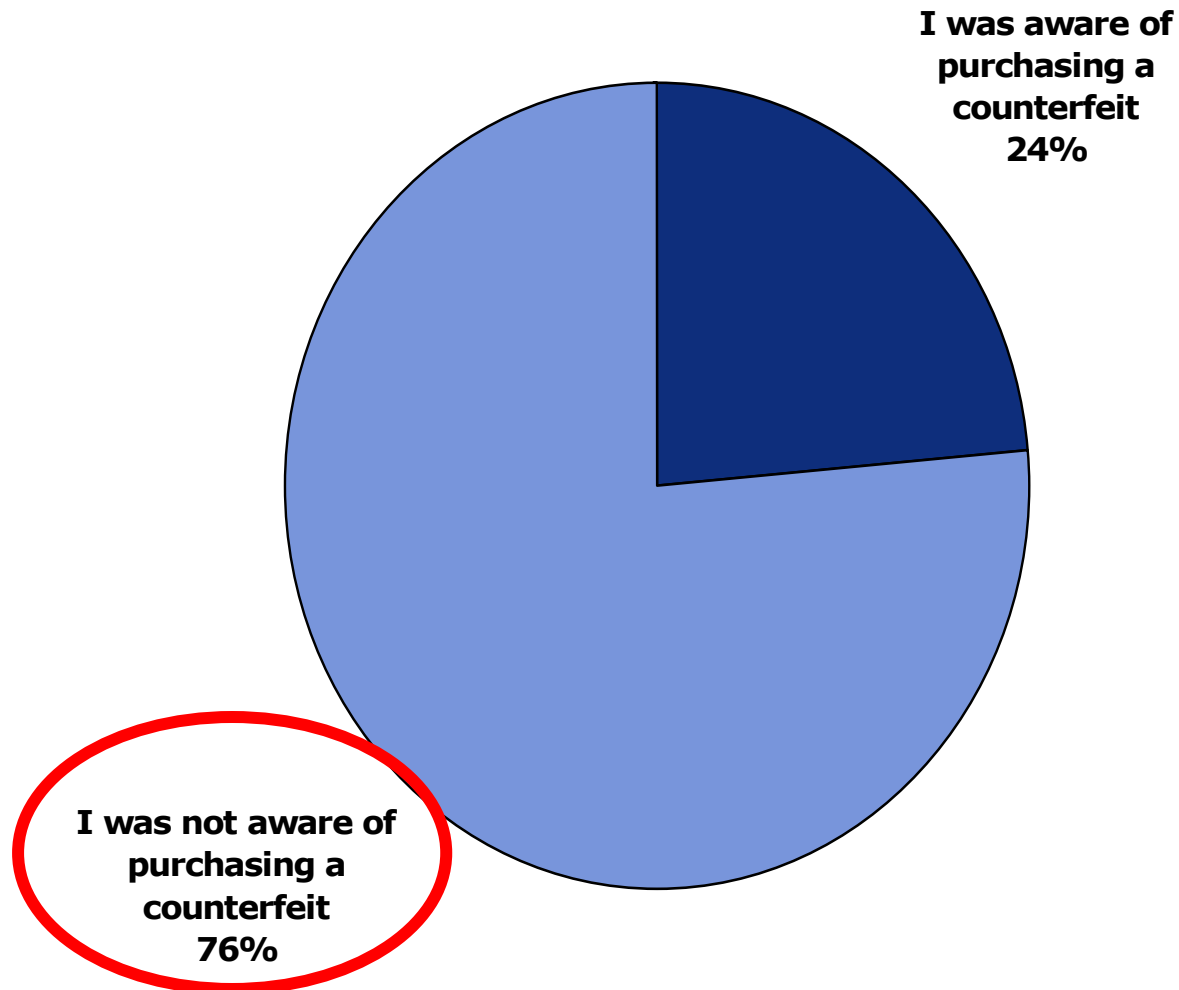
## 2.1. Consumer Attitudes (CIPR, 2003)

▪Have you purchased any counterfeit products during the last 2 years?



Base: 1200

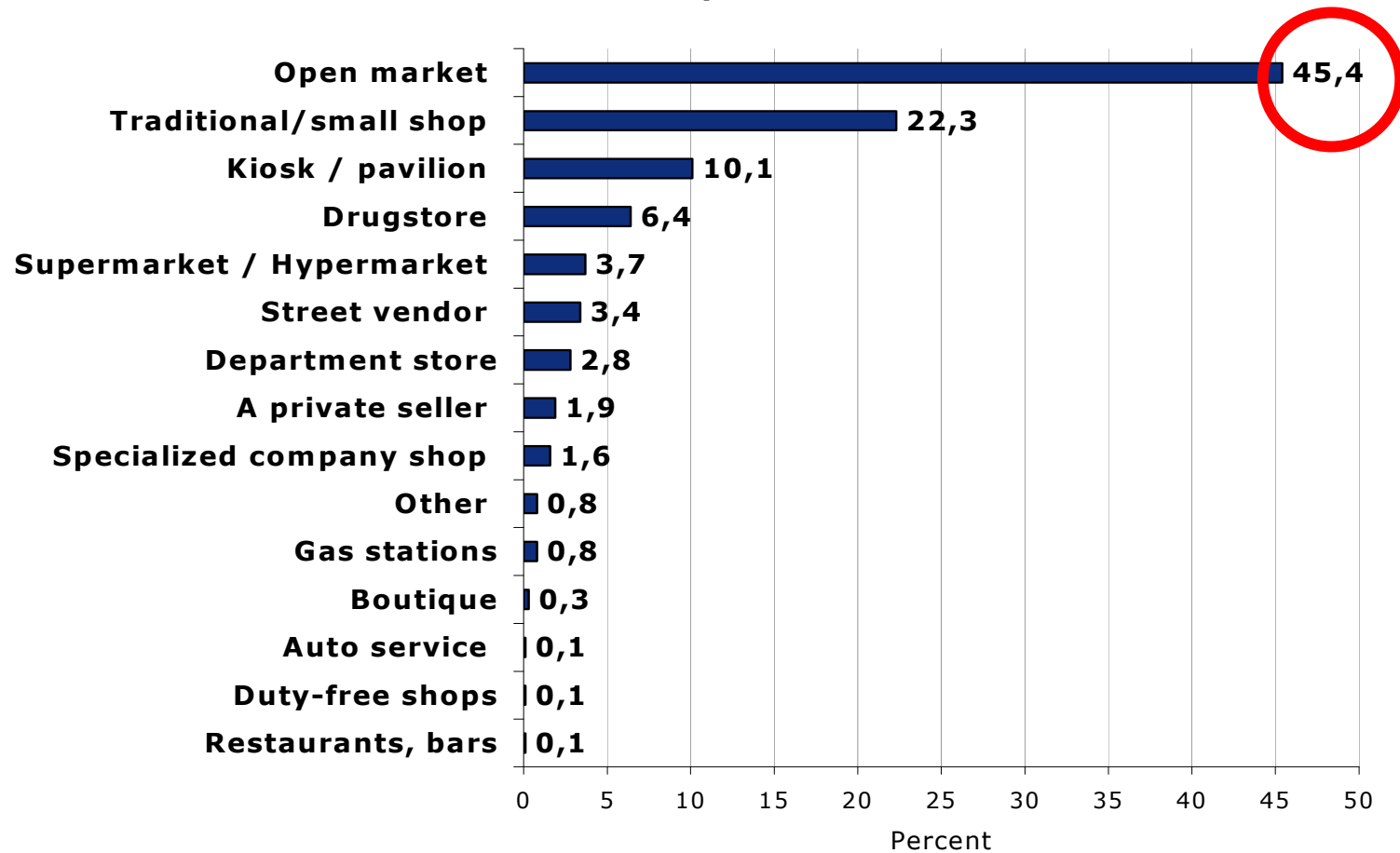
## 2.1. Consumer Attitudes (CIPR, 2003)



Base: 1200

## 2.1. Consumer Attitudes (CIPR, 2003)

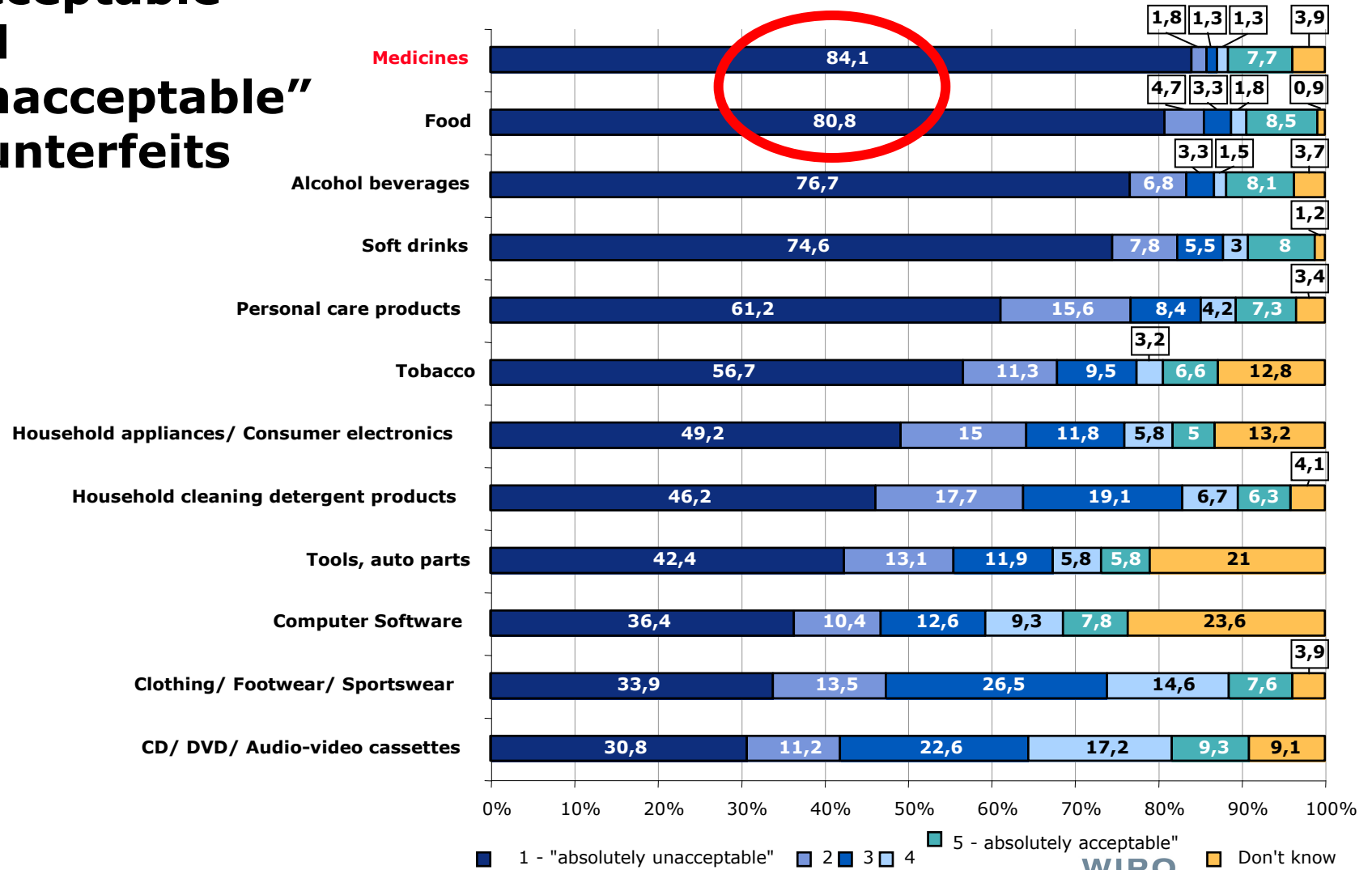
### ▪ Place where the counterfeit was purchased



Base: 1200

# 2.1. Consumer Attitudes (CIPR, 2003)

“Acceptable”  
and  
“Unacceptable”  
Counterfeits

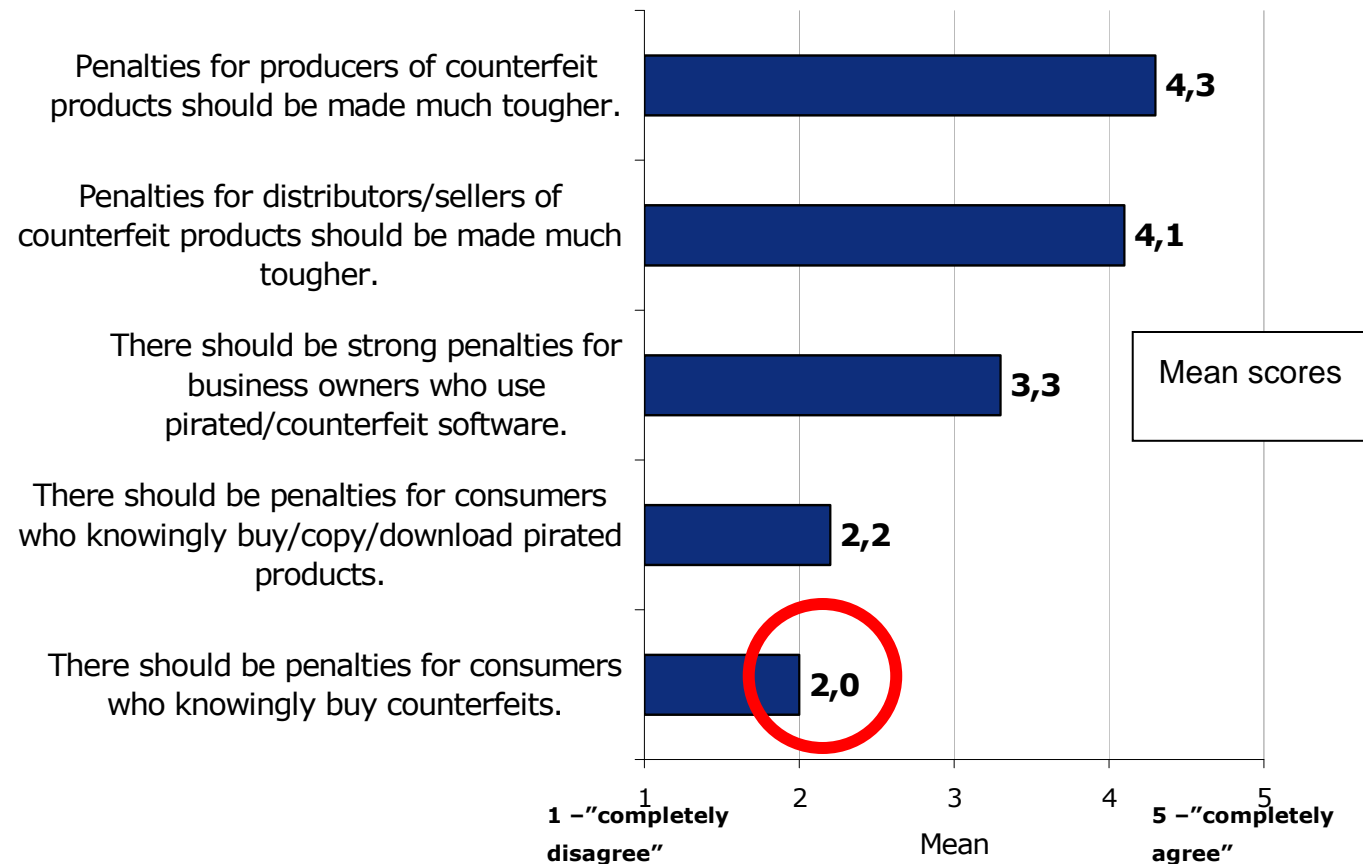


N=1200



## 2.1. Consumer Attitudes (CIPR, 2003)

### Tougher Penalties for Counterfeiting

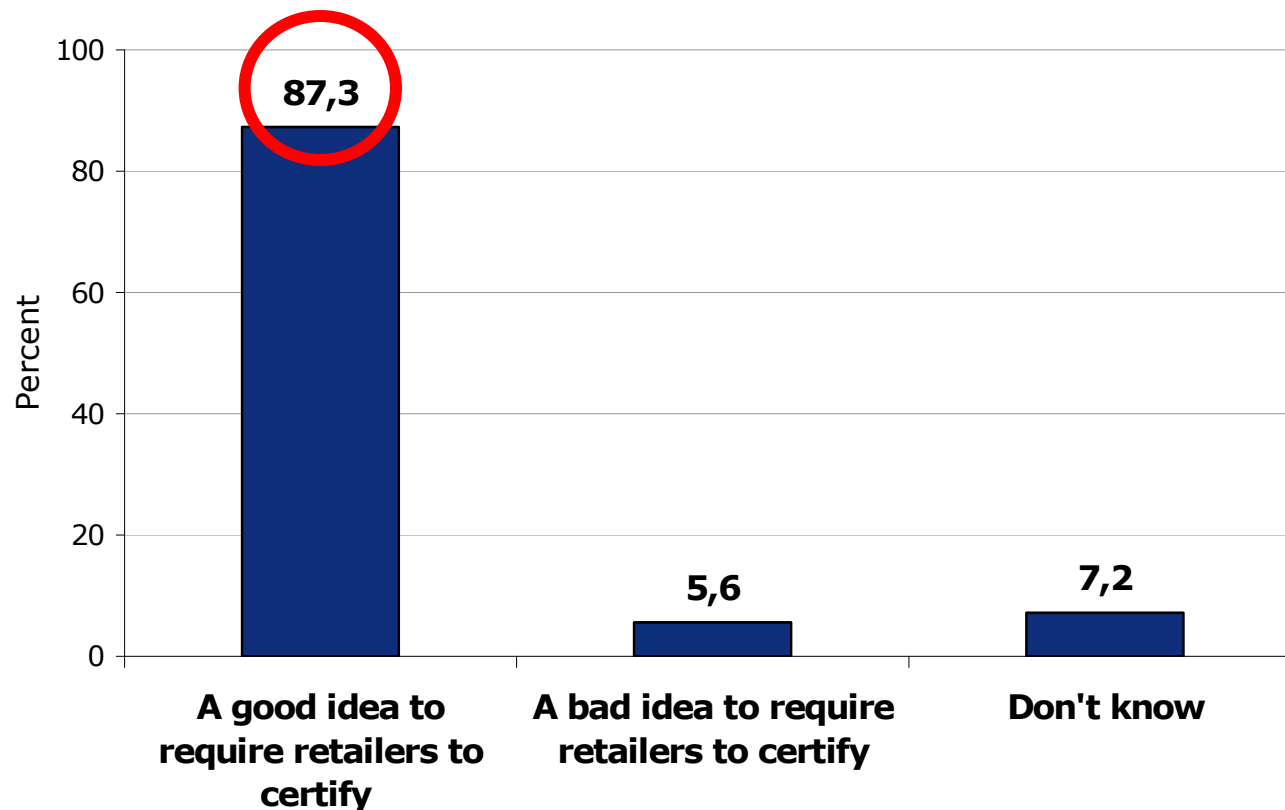


Base: 1200

# 2.1. Consumer Attitudes (CIPR, 2003)

## Retailers and Counterfeiting

- In your opinion, is it a good idea or a bad idea to require retailers to certify to consumers they sell no counterfeits?



Base: 1200

## 2.2. Consumer Attitudes (BASCAP, 2010)

- Study made in 5 countries with various socio-development levels:
  - India
  - Mexico
  - Russia
  - South Korea
  - United Kingdom

# CF purchaser profiling (Qualitative)

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## « Happy Purchasers »

Feel CF is a « smart purchase ». Playful relationship to CF and claiming to be experts in finding the right copies. Usually purchase sophisticated products (fashion, electronics, software...) in small quantities. Most commonly found in U.K. and Korea, but in emerging markets among highest income levels too.

## « Innocent Purchasers »

Feel they have a « moral right » to purchase CF products since they are in what they regard a difficult personal situation. Commonly found in emerging markets (India, Mexico, Russia) but in more developed markets among lowest income levels too.

## « Robin Hoods »

Refuse to accept the system the way it is, considering branded products overpriced. Feel big corporations are often unethical and see no point in protecting their interest. Can be found mainly in Mexico but also in Russia or Korea.

## « Genuinely frustrated »

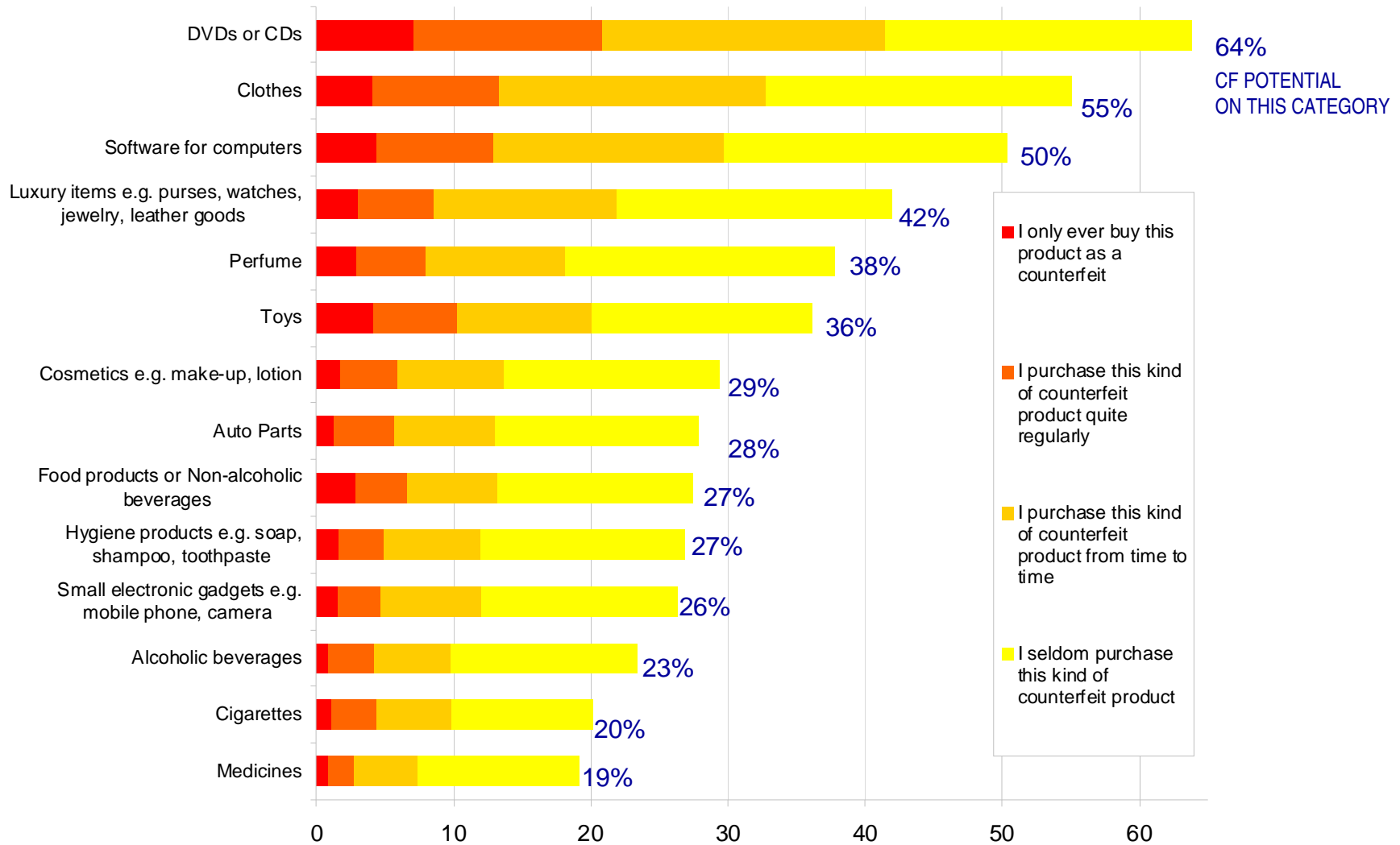
Would like to be able to access genuine products but can't afford it. Buying CF out frustration but are not really happy about it. Would feel embarrassed to admit not having the means to access what they want. Sometimes « explaining » their purchase behavior by a « justification speech » on exaggerated margins, good fake quality and grey market distribution system. Commonly found in the U.K. and Korea.

## « Struggling Consumers »

Belong to the lowest income level categories. Don't see the issue in counterfeit and are sometimes unable to tell the difference between a genuine product and a fake. Focus on basic needs and don't have the « mental space » or education to question the product origin. They can be found mostly in India and in Russia

# PURCHASE FREQUENCY / Product Category

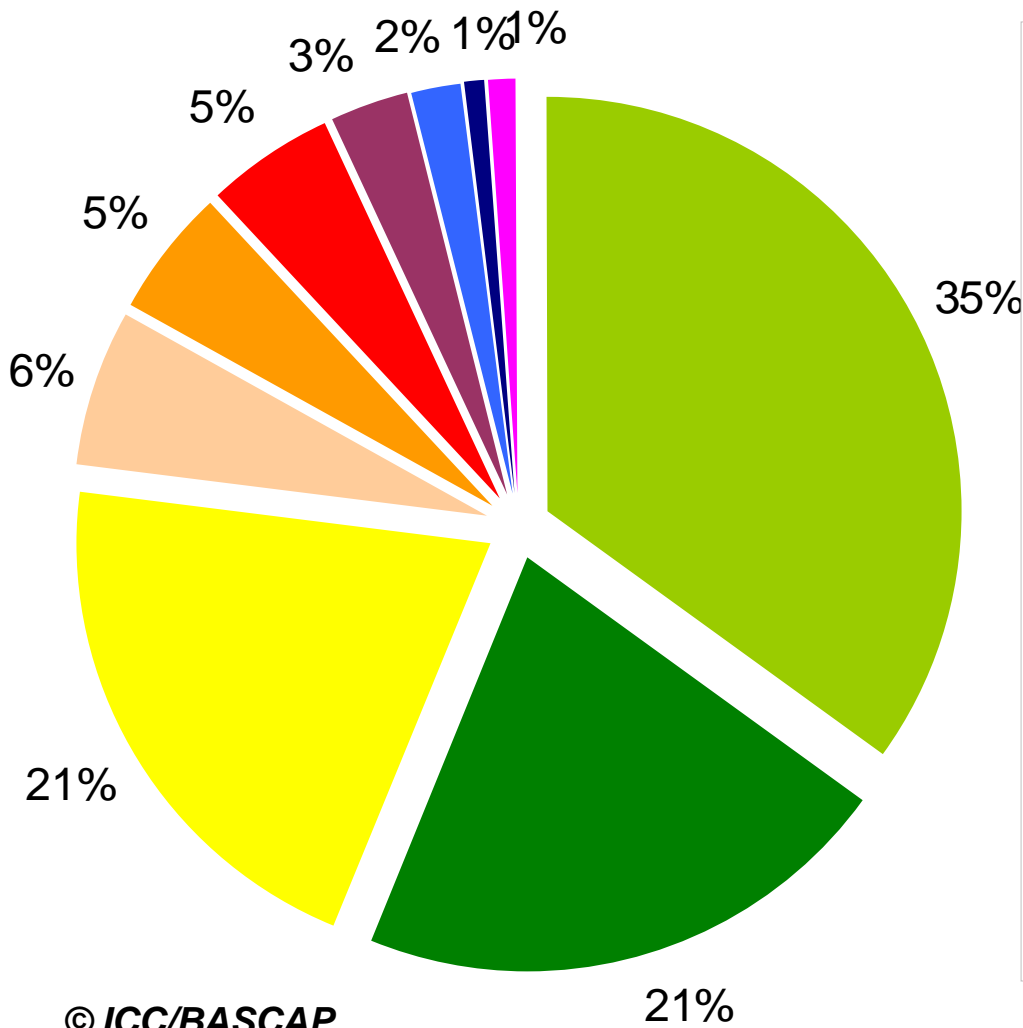
Average 5 COUNTRIES



Q4: For each type of products listed below please tell me if you have ever purchased counterfeit or illegal copies and how often you do so?

Average 5 COUNTRIES

# TOP REASON



- Cannot afford the genuine product
- They think genuine products are overpriced
- They don't know it's not genuine
- It would be ridiculous or stupid to pay the full price of genuine products
- Because they don't have access to the genuine products
- CF product "do the job" just as well as genuine ones
- They are constantly offered those products by sellers
- CF products are more easily accessible than genuine
- They want to help CF products sellers
- CF sellers are more willing to serve their customers than regular retailers

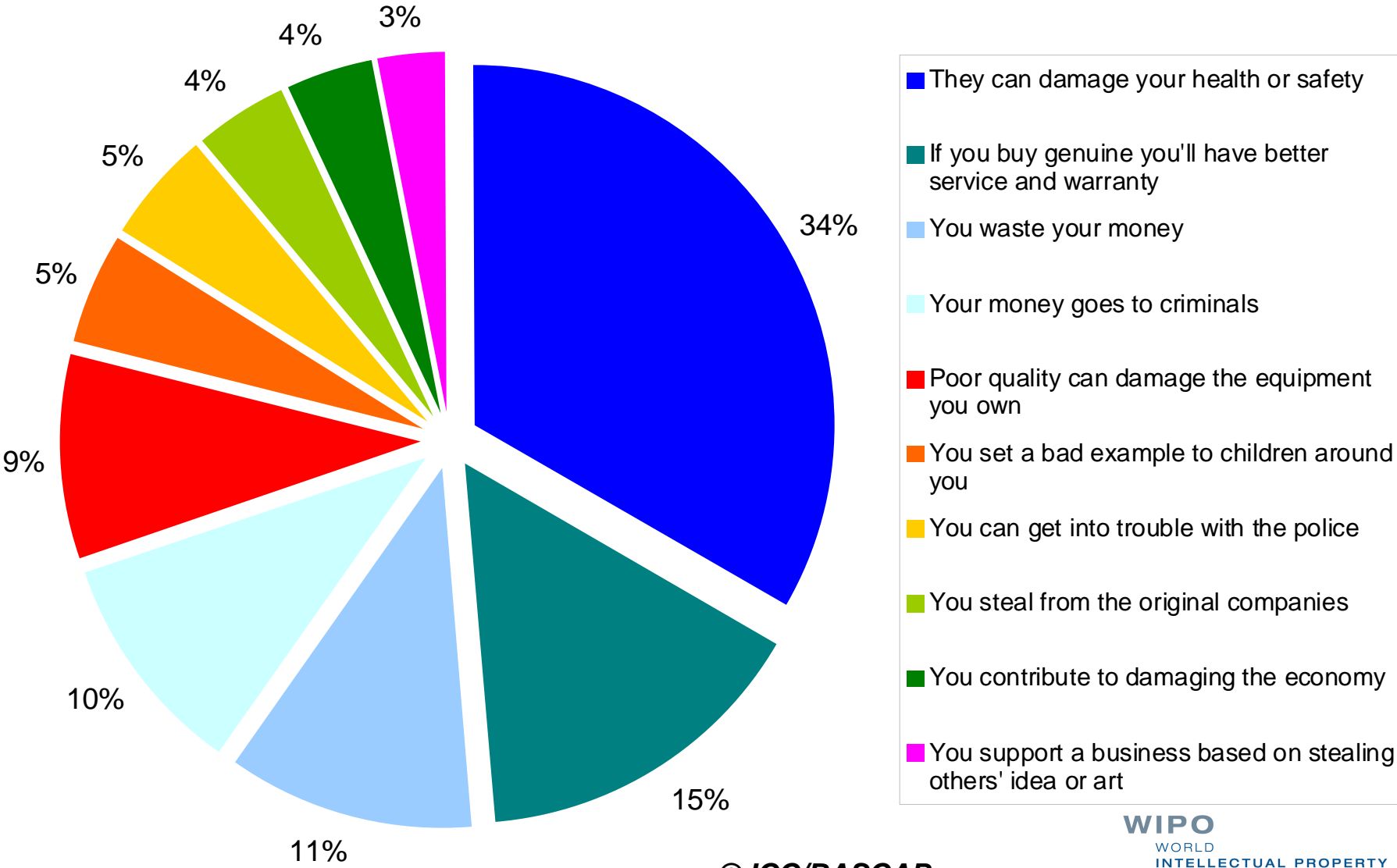
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**WIPO**  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

According to you why would a person like yourself buy certain CF products? Select THE reason you find most relevant

Average 5 COUNTRIES

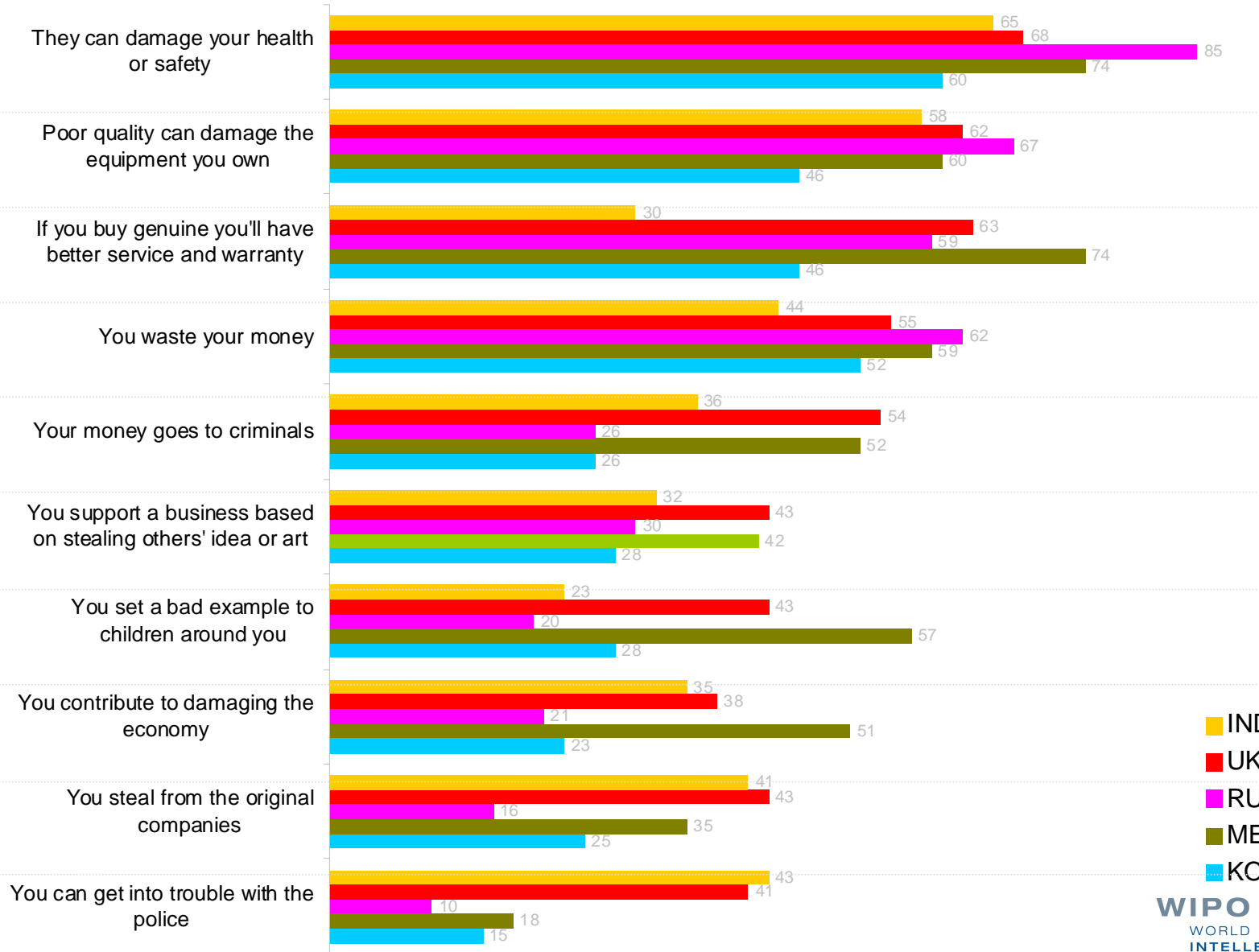
# TOP DETERRENT



# DETERRENT REVIEW

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Average 5 COUNTRIES



- INDIA
- UK
- RU
- MEX
- KO



# Variable influence of different factors on purchases

## DRIVERS

1. Low price and increasingly better quality create temptation
2. Low risk of penalty equates to a license to buy
3. Availability, quality, price and low risk generate an overall sense of social acceptability



## DETERRENTS

1. Health risks and safety consequences
2. Waste of money
3. Genuine offer better services and warranty
4. Threat of legal action or prosecution delivers a wake up call
5. Links to organized crime have more traction that might be thought
6. People don't want to harm « someone like me »

## 2.2. Consumer Attitudes (BASCAP, 2010)

### ■ Key findings (1)

- Majority of consumers: « C&P is unethical but it harms nobody » => seldom feel guilty.
- Feeling of being smart, “controlling” C&P => no perception of being victims of C&P (unless CF not detected).
- Main reasons for C&P purchase: lower price + availability. More sophisticated motives exist, though.
- Emerging markets: more than half the CF purchases are from regular stores.

## 2.2. Consumer Attitudes (BASCAP, 2010)

### ■ Key findings (2)

- Lack of clear vision/understanding of the benefits of “going genuine” (quality, customer service).
- Perception of C&P being harmless because of lack of obvious sanctions against purchasers (mitig.: piracy of digital content).
- Main deterrents: risk to health/safety first, risk for other possessed goods, risk of prosecution if credible.

## 3. Conclusion

- Appropriate communication actions: « Tailor-made » awareness raising campaign
- Appropriate policy initiatives?

THANK YOU FOR YOUR ATTENTION!



[www.wipo.int/enforcement/en/](http://www.wipo.int/enforcement/en/)