



Consumer Attitudes on Counterfeiting & Piracy and Awareness-Raising

Regional Workshop on
IP Enforcement for Judges
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1. Why?

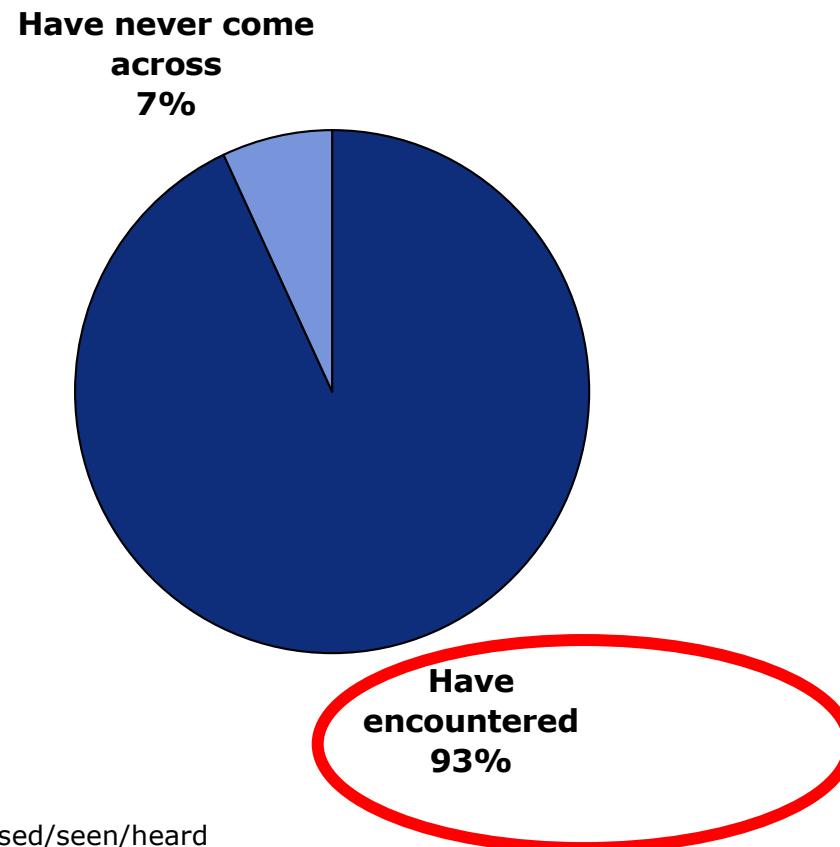
- Combating Counterfeiting & Piracy:
 - Supply Side
 - Demand Side
- Learning what happens at the demand side:
 - To enlighten communication tactics helping changing the behaviors of the consumers by making them understand the implications of buying C&P goods

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

2.1. Consumer Attitudes (CIPR, 2003)

**Counterfeits Encountered
the previous year***

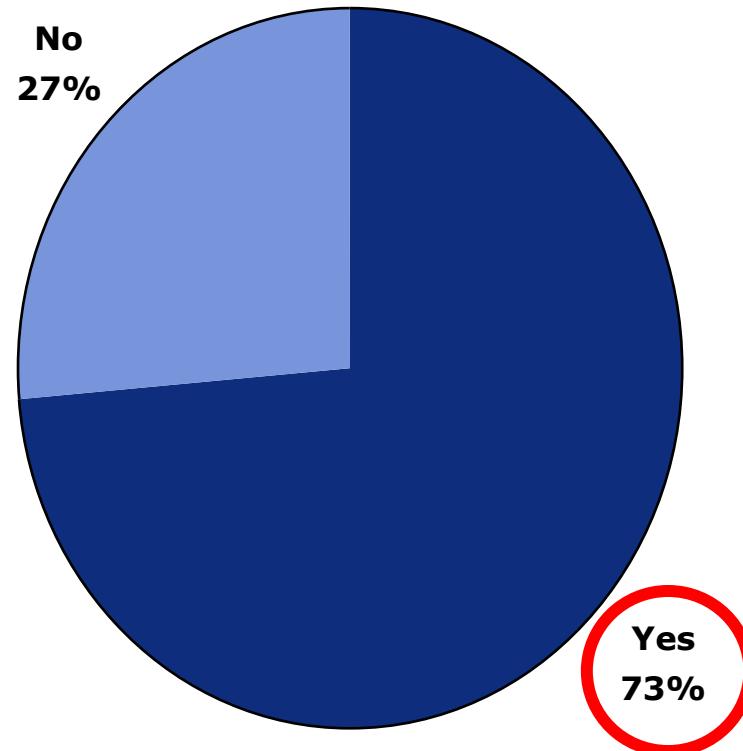


* purchased/seen/heard

Base: 1200

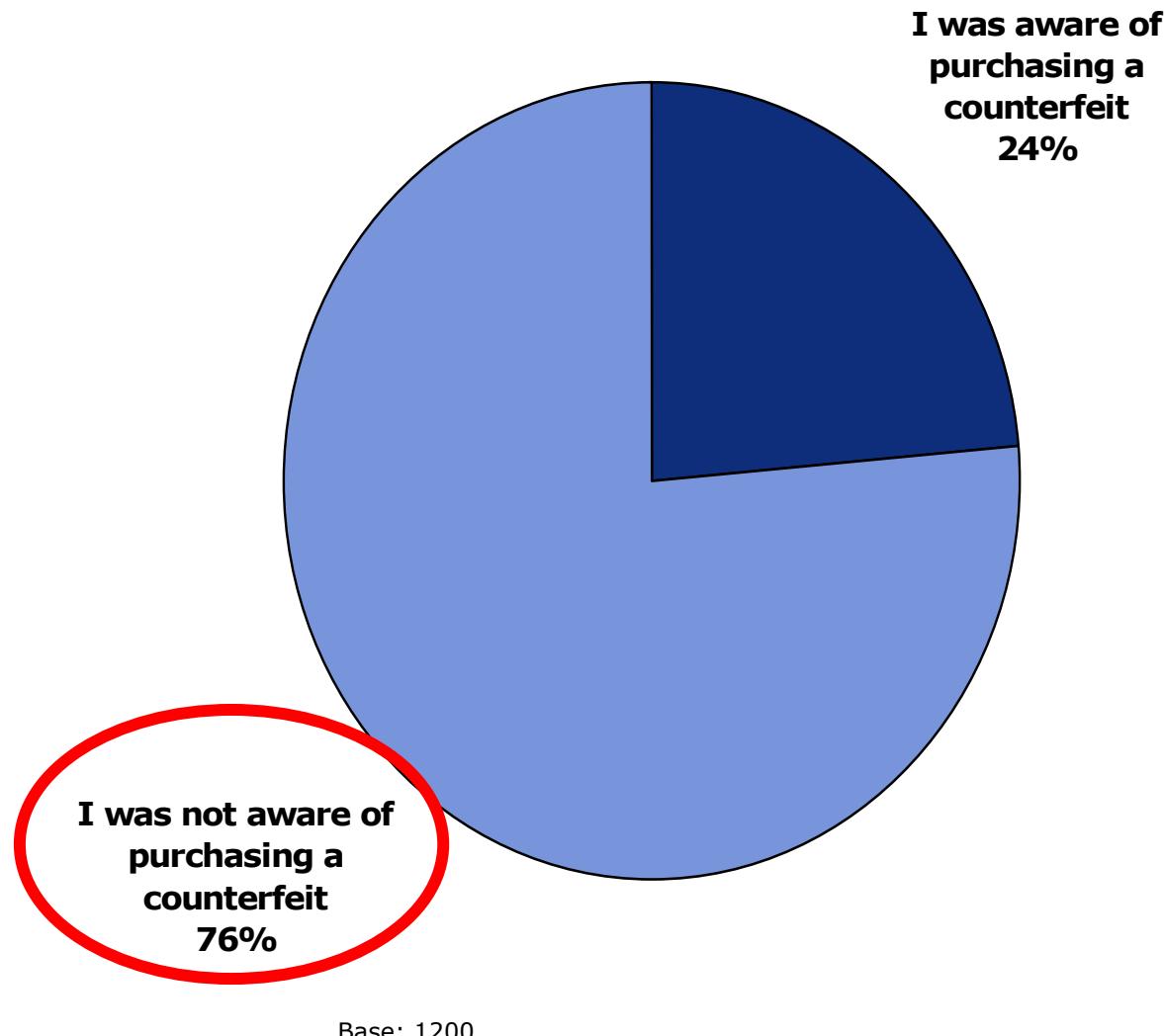
2.1. Consumer Attitudes (CIPR, 2003)

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



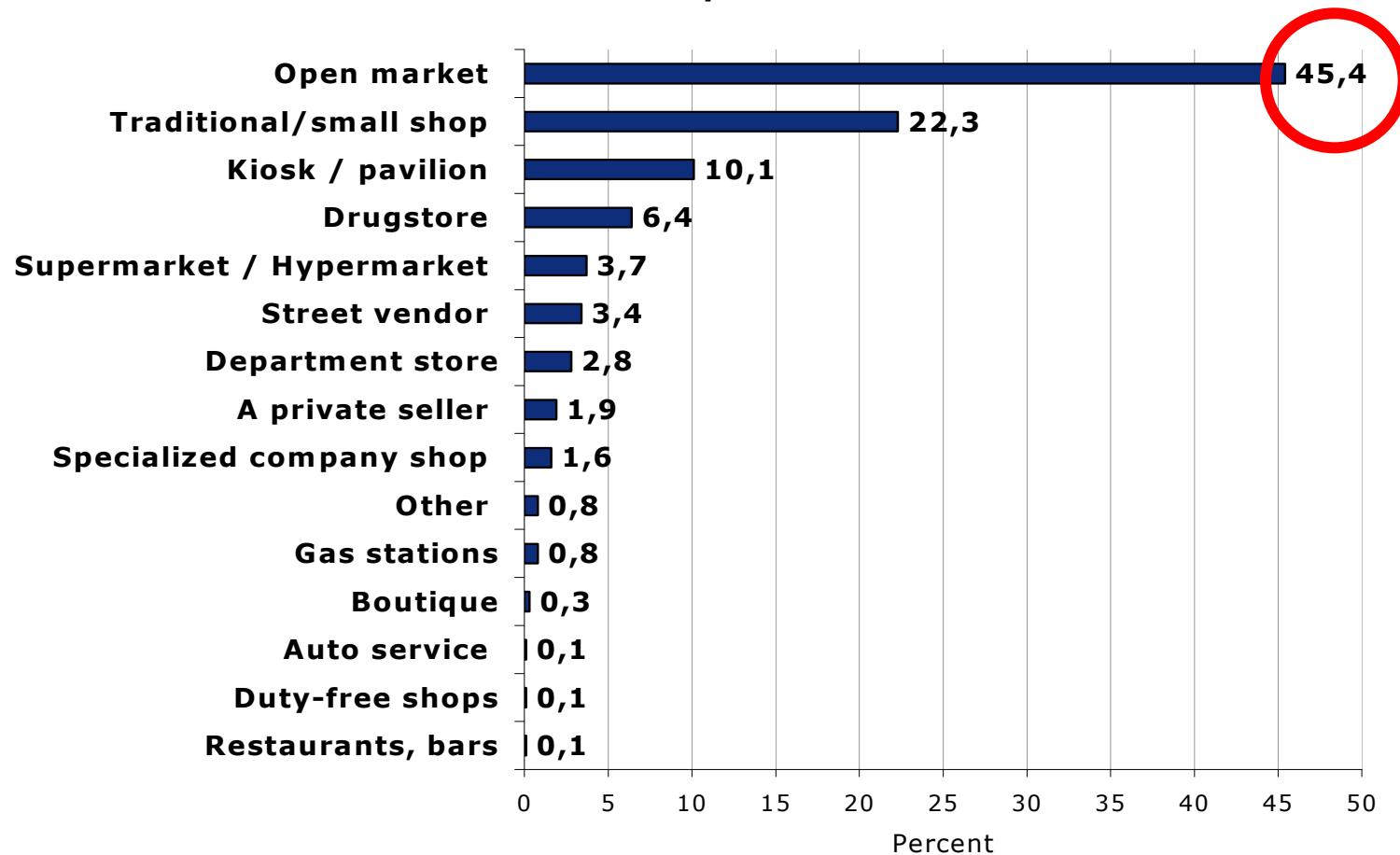
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2.1. Consumer Attitudes (CIPR, 2003)



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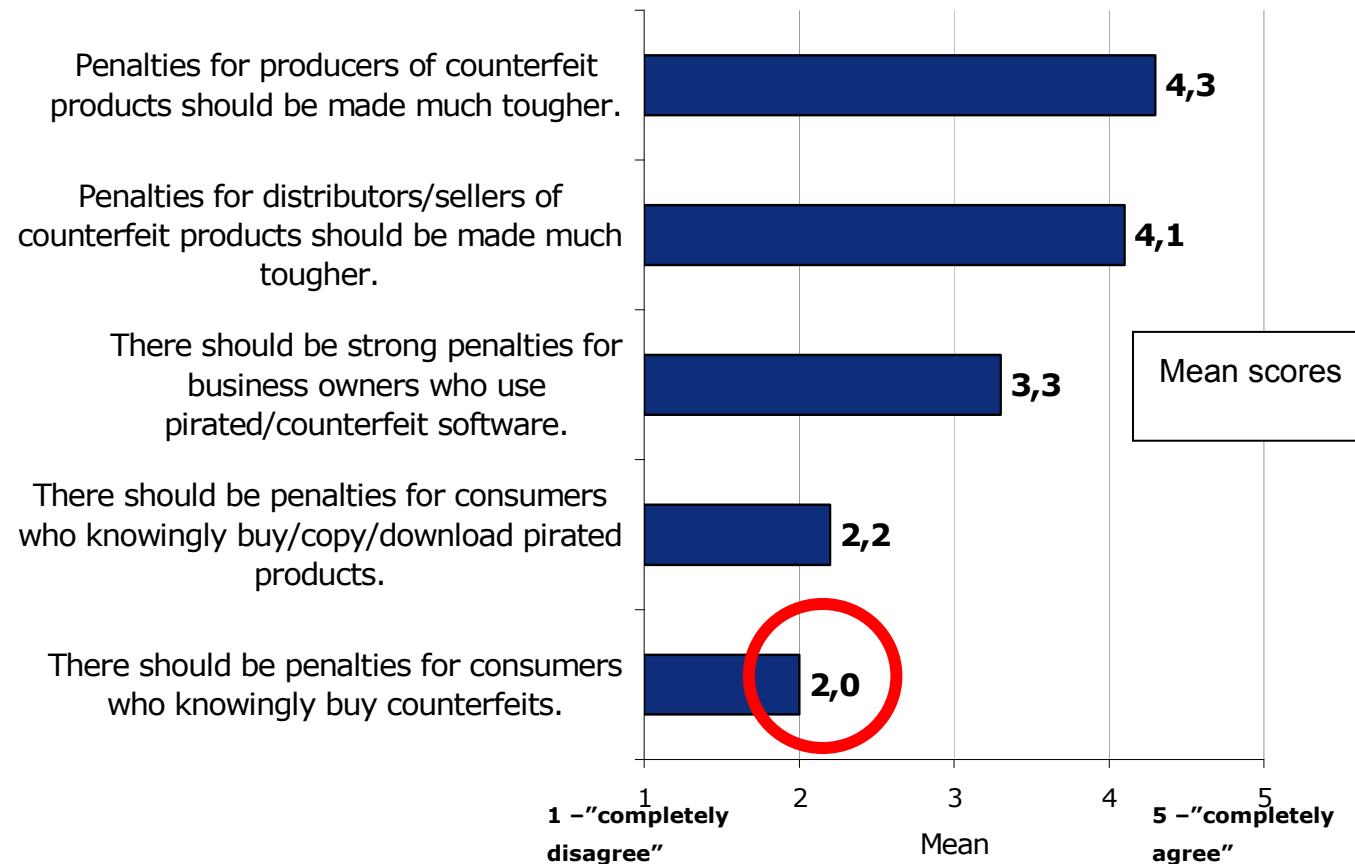
- Place where the counterfeit was purchased



Base: 1200

2.1. Consumer Attitudes (CIPR, 2003)

Tougher Penalties for Counterfeiting

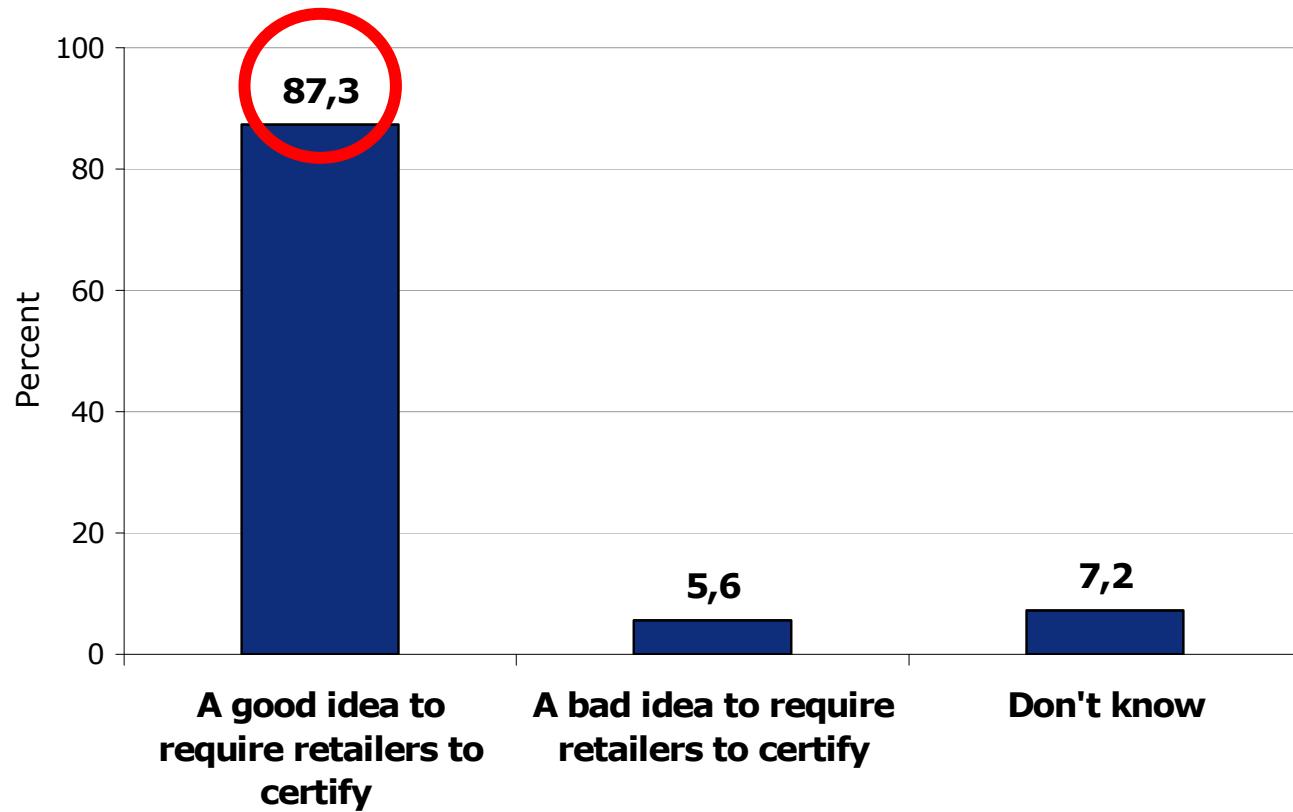


Base: 1200

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.

« Struggling Consumers »

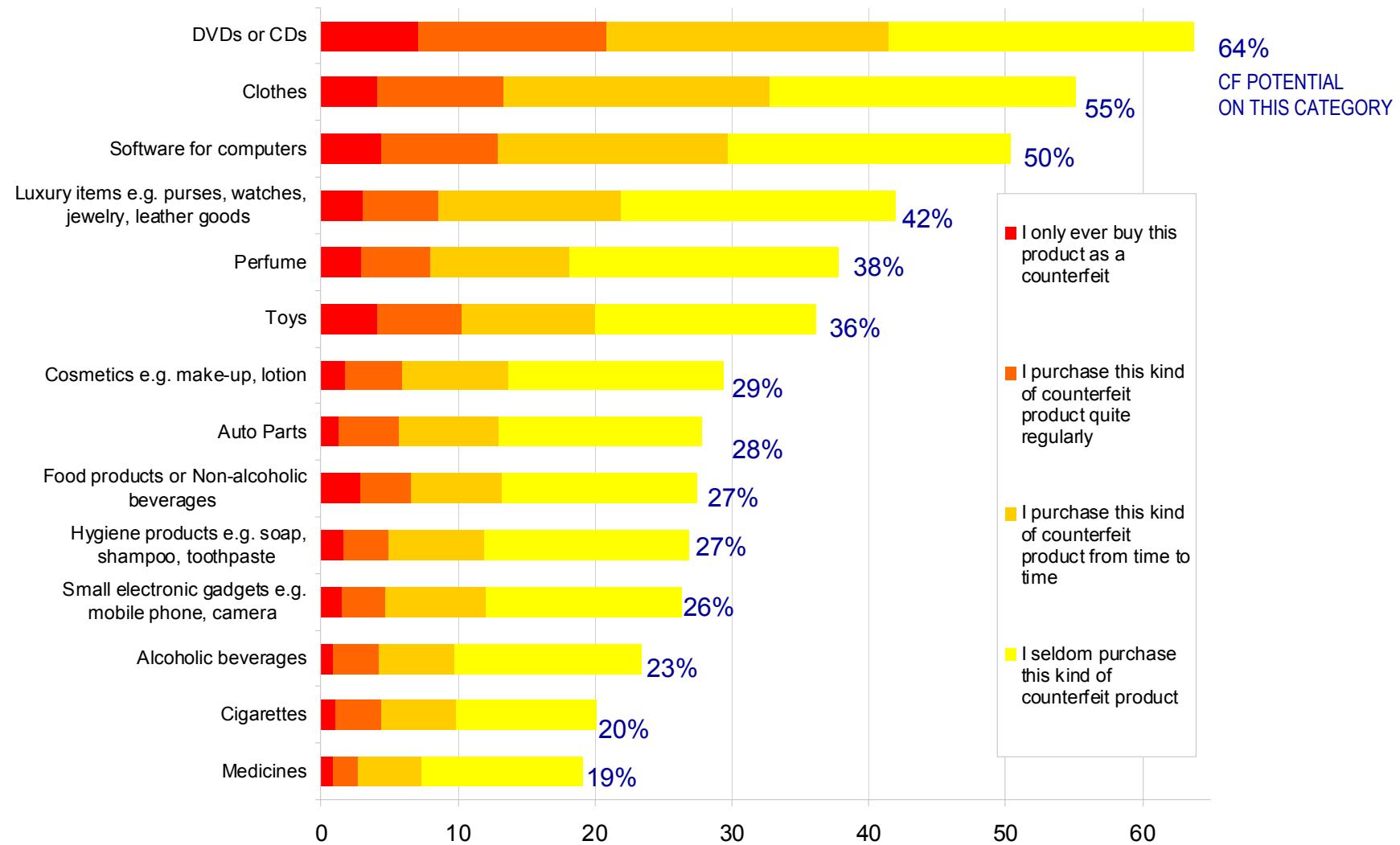
Belong to the lowest income level categories. Don't see the issue in counterfeit and are sometimes unable to tell the difference between a genuine product and a fake. Focus on basic needs and don't have the « mental space » or education to question the product origin. They can be found mostly in India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

« 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.

PURCHASE FREQUENCY / Product Category

Average 5 COUNTRIES

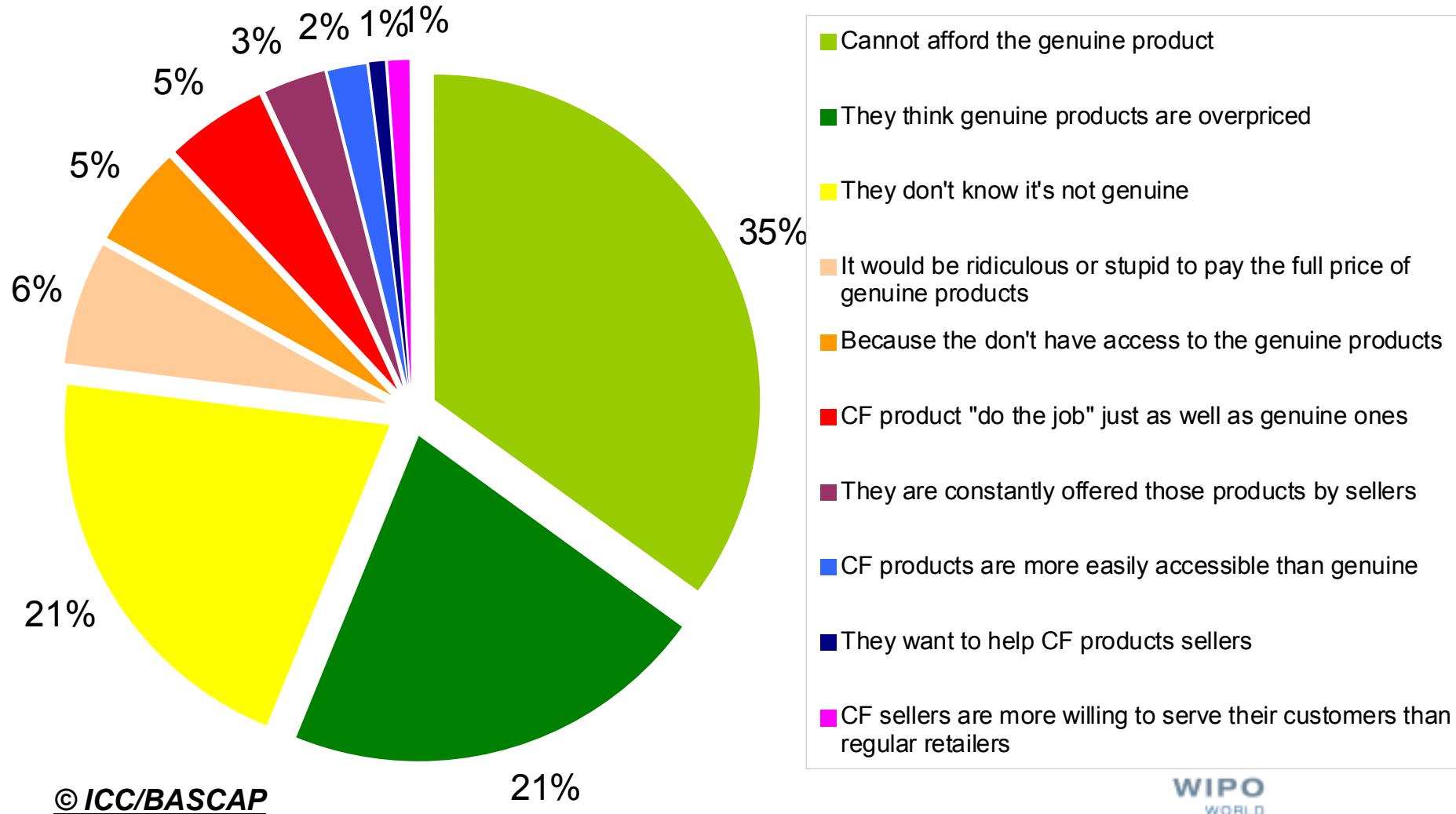


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Q4: For each type of products listed below please tell me if you have ever purchased counterfeit or illegal copies and how often you do so?

Average 5 COUNTRIES

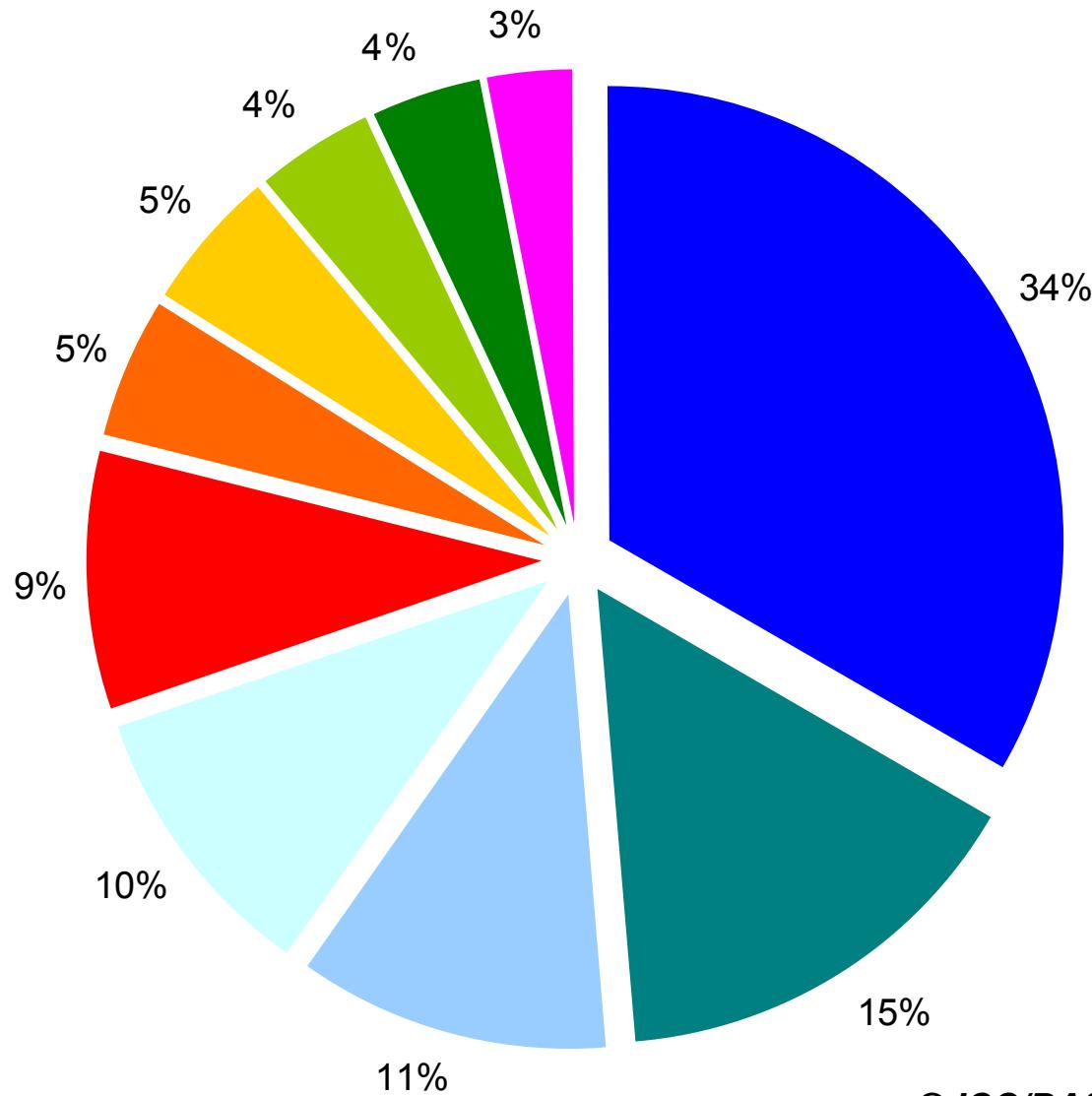
TOP REASON



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

TOP DETERRENT

Average 5 COUNTRIES

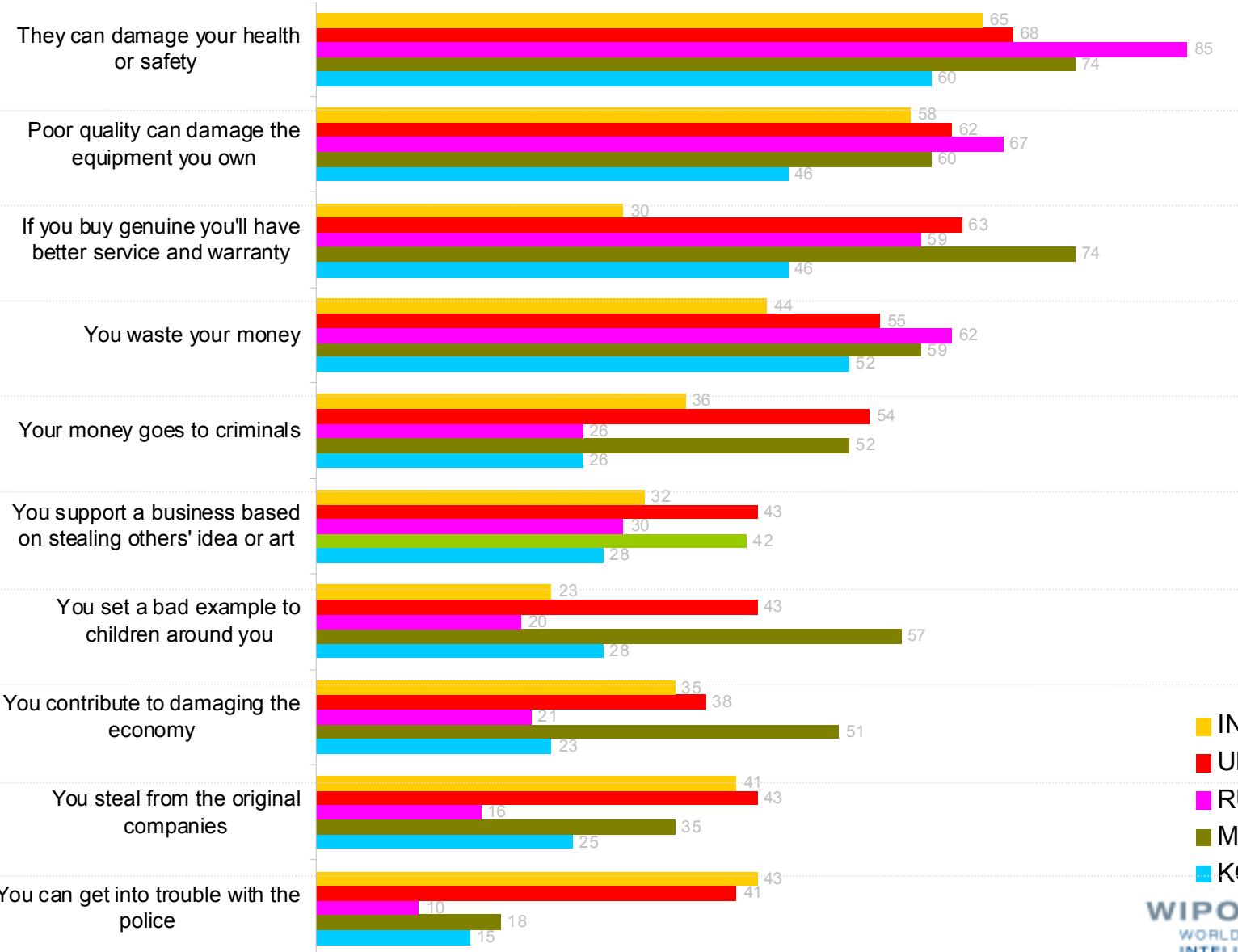


- They can damage your health or safety
- If you buy genuine you'll have better service and warranty
- You waste your money
- Your money goes to criminals
- Poor quality can damage the equipment you own
- You set a bad example to children around you
- You can get into trouble with the police
- You steal from the original companies
- You contribute to damaging the economy
- You support a business based on stealing others' idea or art

DETERRENT REVIEW

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Average 5 COUNTRIES



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 than 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)

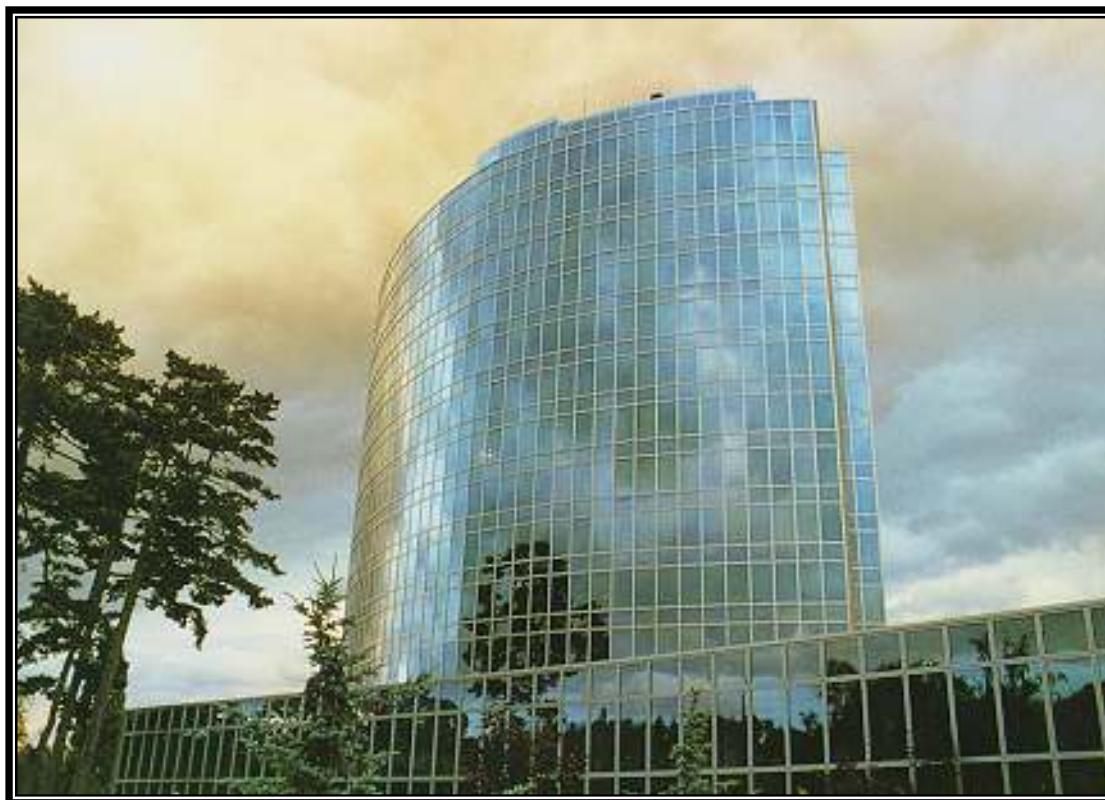
■ Key findings (2)

- 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. Awareness-Raising Campaigns

- Appropriate communication actions: « Tailor-made » awareness raising campaign
- An example – addressing the demand-side – outreach activities :
 - Specific project, together with the Outreach Services Section, and in cooperation with the US State Department
 - Pilot workshops in the Philippines, Kenya and Morocco (October-December 2011): How to launch a national public awareness campaign on the dangers of counterfeit products and goods – taking into account national needs
 - Brought together the private sector, the civil society (consumer associations), media, and the key public authorities – Focus on cooperation

THANK YOU FOR YOUR ATTENTION!



www.wipo.int/enforcement/en/