



Topic 6 – Awareness and Education

National Workshop – Enforcement of IPRs for Law Enforcement Agencies

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1. Why ?

- To enlighten communication tactics helping changing the behaviours of the consumers by making them understand the implications of buying C&P goods.
- Only when consumers aware of the consequences of their counterfeit and piracy purchase can only then be expected to stop this attitude.
- Only when Government understand the reasons behind the consumers attitude in purchasing CF/P products, only then they can establish programs to aiming for changing this attitude.

2. Consumer Attitudes

■ National Board against Counterfeiting (Hungary) – 2012

- See Document WIPO/ACE/8/4 in http://www.wipo.int/meetings/en/details.jsp?meeting_id=25015 (available in Russian language)

■ European Observatory on Infringements of IP Rights – 2013

- “*The European Citizens and IP: Perception, Awareness and Behaviour*”, in <https://oami.europa.eu/ohimportal/documents/11370/80606/IP+perception+study>

■ 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

3. Consumer Attitudes (Hungary, 2012)

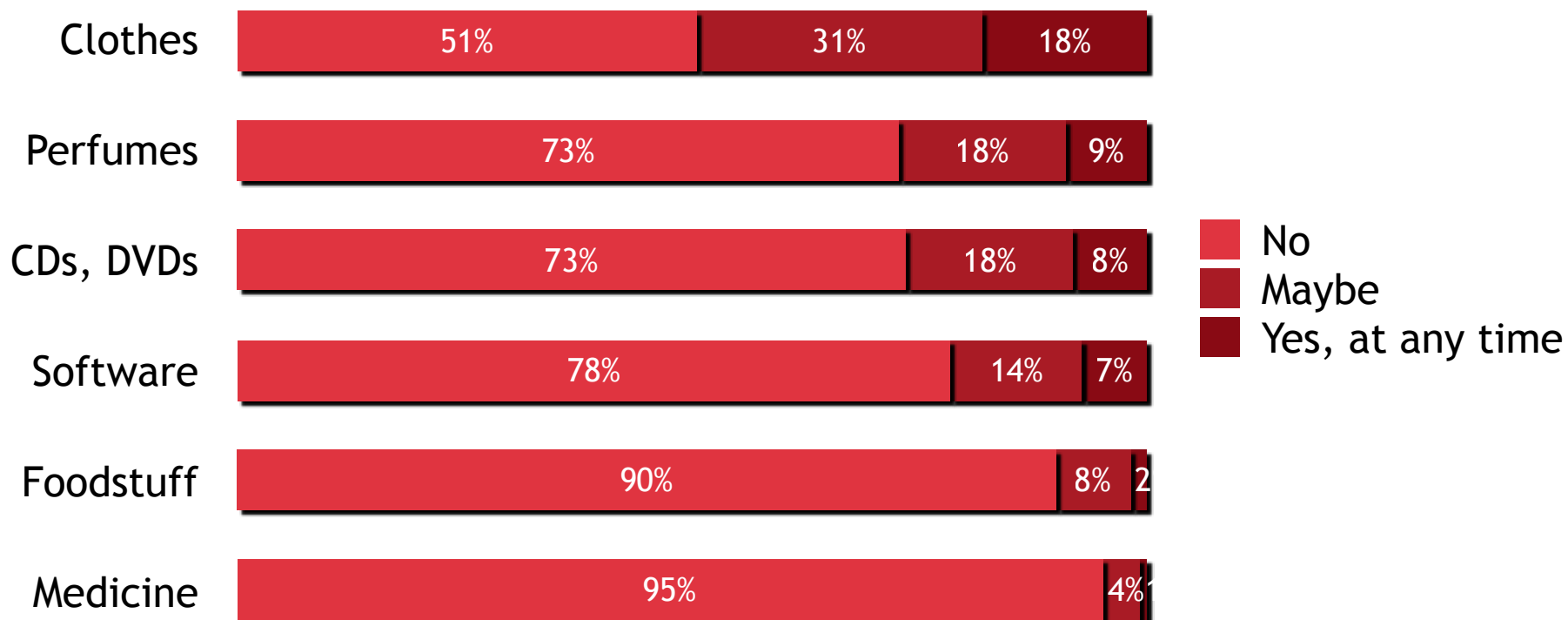
- Nationwide representative consumer survey by **National Board against Counterfeiting** – yearly since 2009
- Sample size of 1000 representative individuals aged 18+

Main questions

- Consumer **attitudes** : “*Would you consciously buy...?*”
- Consumer **purchases** : “*Did you buy ...?*”
- Consumers’ **attitudes and consumption** in relation to contents under copyright protected on the **Internet**
- Consumers’ **awareness** in relation to the consequences of counterfeiting

3. Consumer Attitudes (Hungary, 2012)

■ *“Would you consciously buy counterfeit products?”*

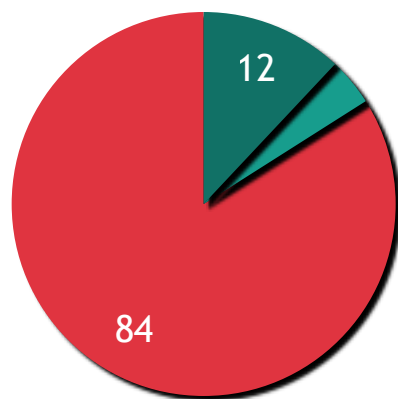


Source: National Board against Counterfeiting, Hungary

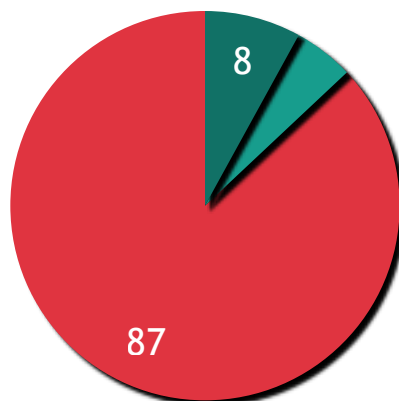
3. Consumer Attitudes (Hungary, 2012)

■ “Did you buy counterfeit products in the past year?”

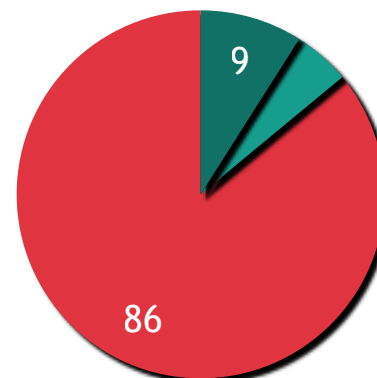
2010.



2011



2012

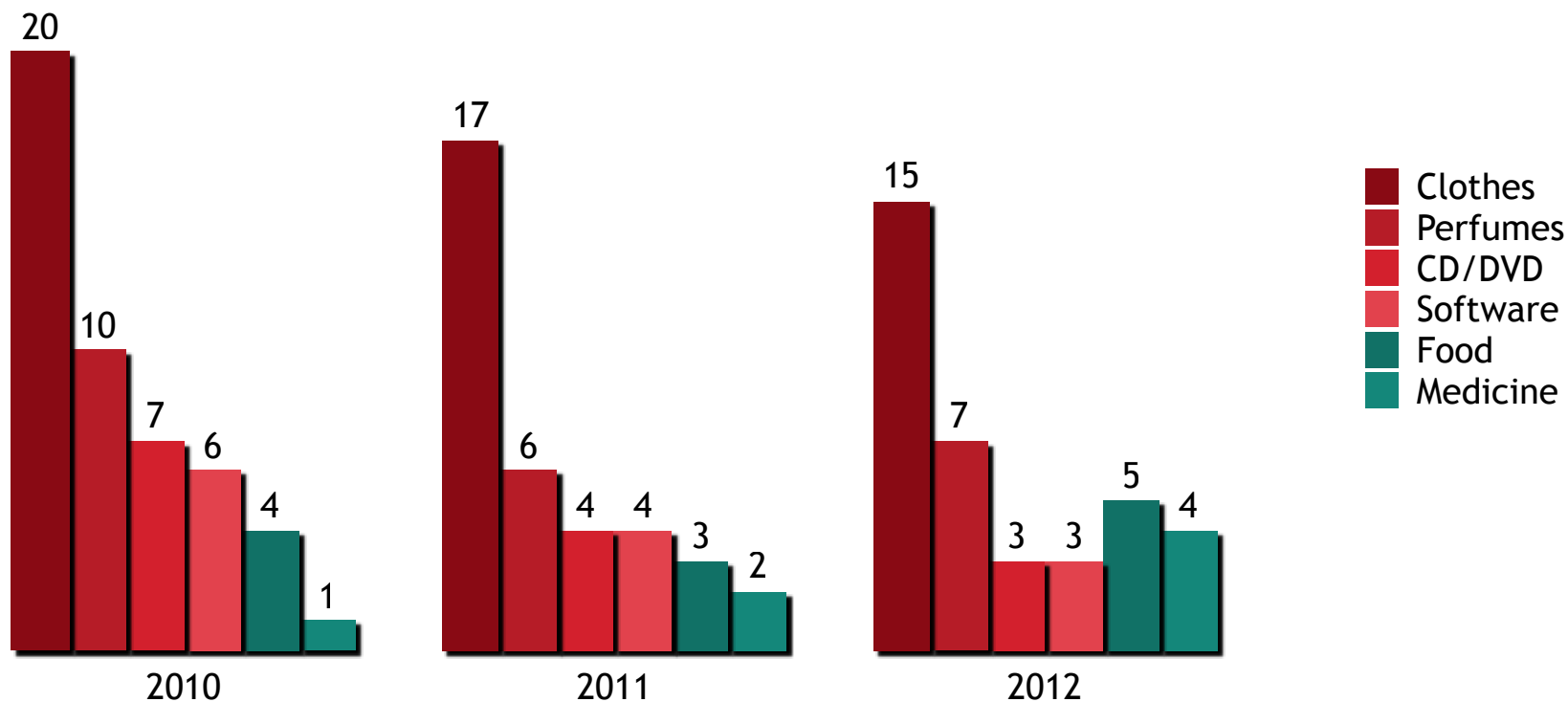


Source: National Board against Counterfeiting and Piracy

■ Yes, more than once ■ Once ■ No

3. Consumer Attitudes (Hungary, 2012)

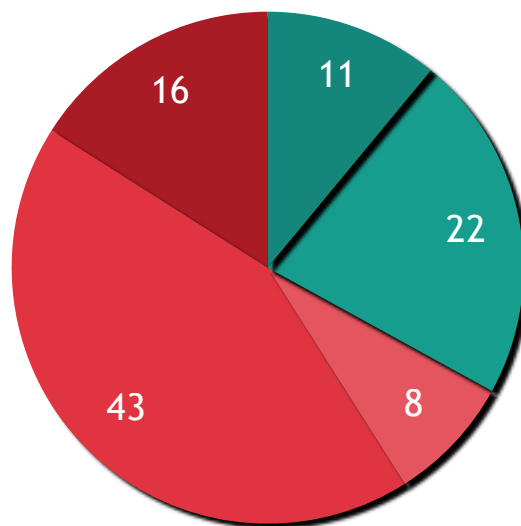
■ “Did you buy counterfeit products in the past year?”



Source: National Board against Counterfeiting, Hungary

3. Consumer Attitudes (Hungary, 2012)

■ “Would you be willing to pay for downloading content from a legal source on the internet?”



- Yes
- Only if it is offered much cheaper than the current retail price
- No, because it is all the same if it has been posted legally or illegally on the internet
- No, as long as there is a website where it can be downloaded free of charge
- Do not know

Source: National Board against Counterfeiting, Hungary

3. Consumer Attitudes (Hungary, 2012)

Consumers' awareness regarding the consequences of counterfeiting/piracy

"Counterfeit products are as good in quality as originals"



"In the long run, it is more profitable to choose an original product"



"Due to the economic crisis, more people buy counterfeit products of uncertain origin"



■ Agree
 ■ Partly agree, partly don't
 ■ Do not agree
 ■ Do not know

Source: National Board against Counterfeiting, Hungary

3. Consumer Attitudes (Hungary, 2012)

■ Consumers' awareness regarding the consequences of counterfeiting/piracy

■ *"There is few mention of the **risks of counterfeiting in the media**"*



■ *"Counterfeits also imply **risks to consumers' health**"*



■ *"Anyone **selling** a counterfeit good **commits a crime**"*



Source: N&A ■ Agree ■ Partly agree, partly don't ■ Do not agree ■ Do not know

5. 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)

« 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.

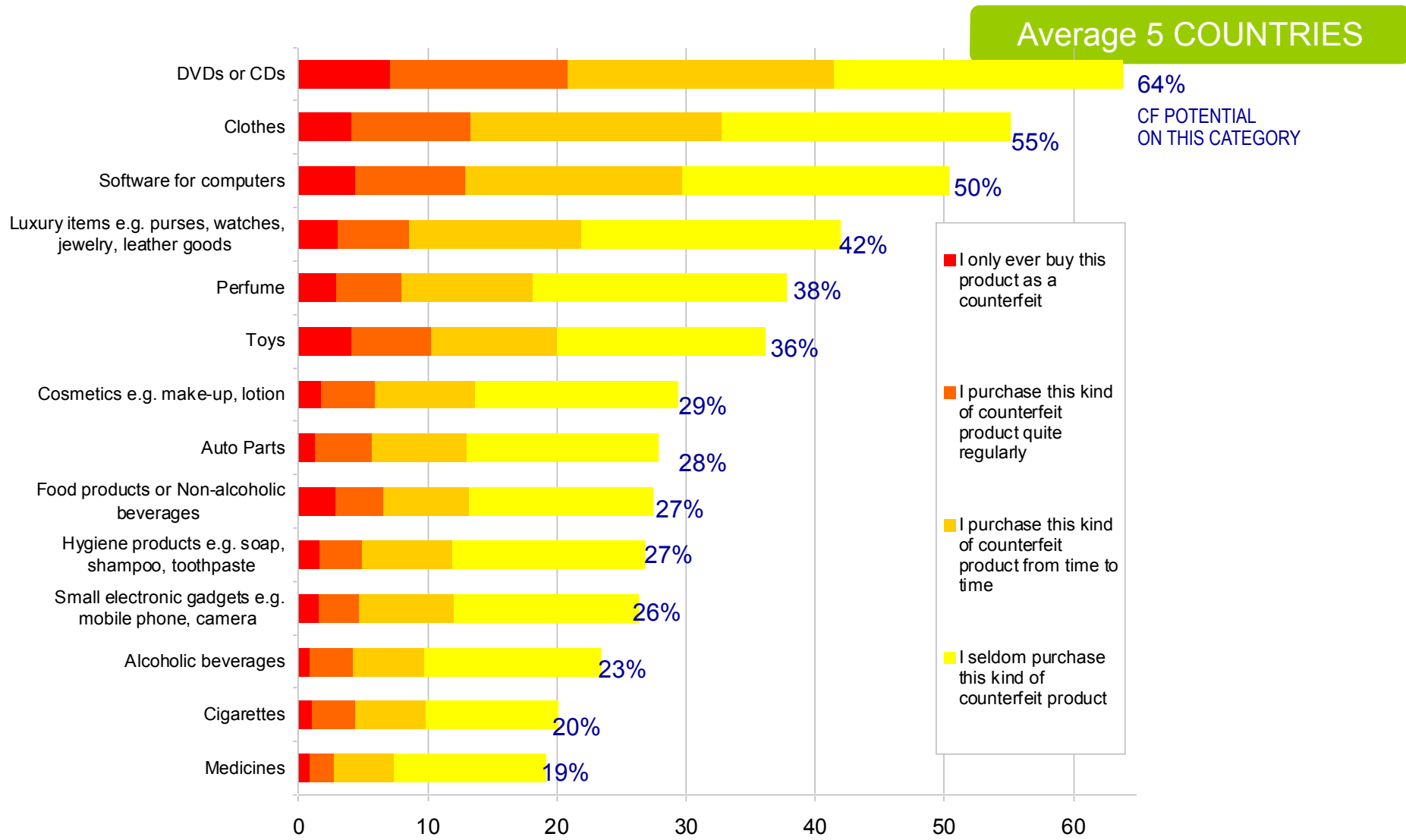
« Struggling Consumers »

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



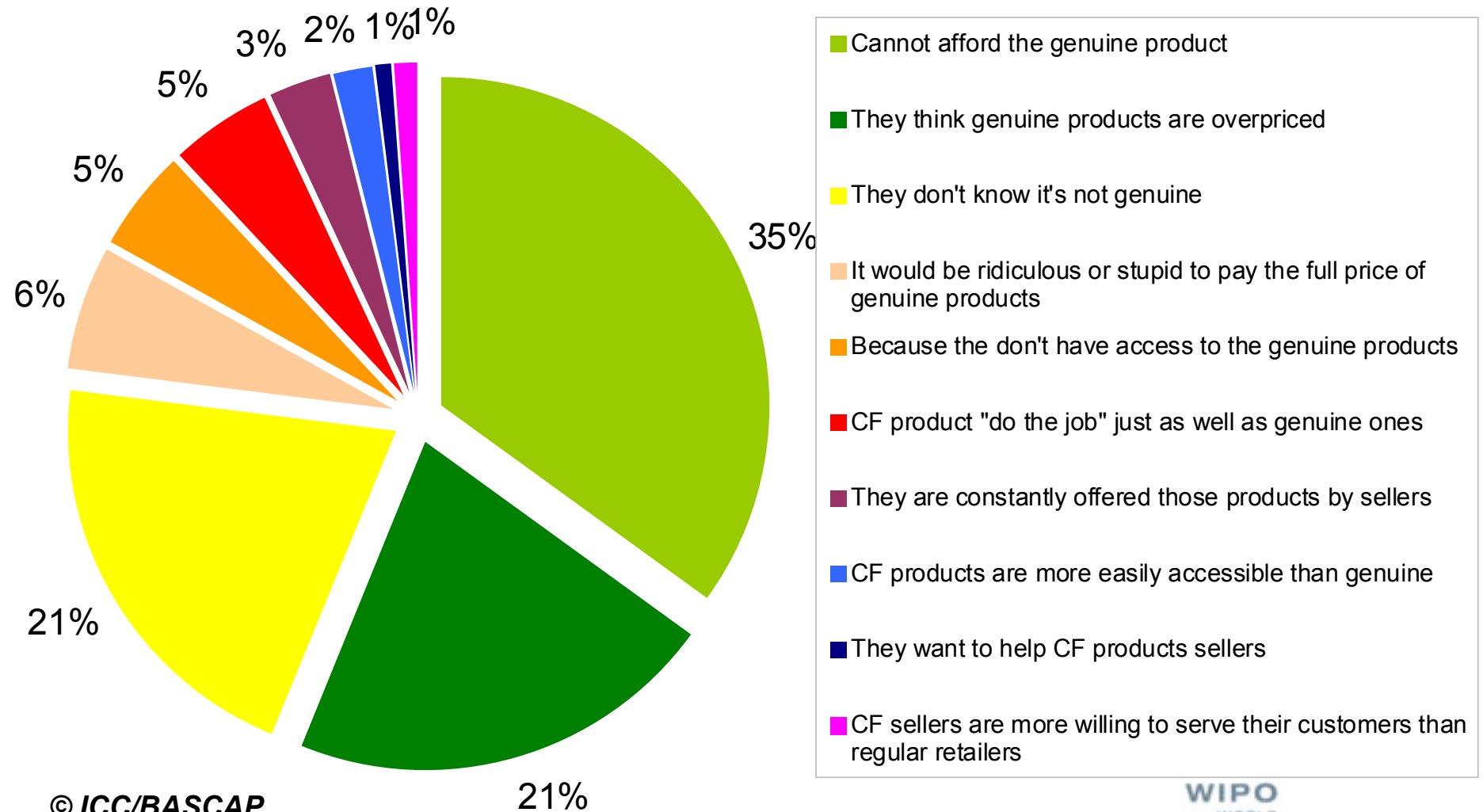
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WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

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?

TOP REASON

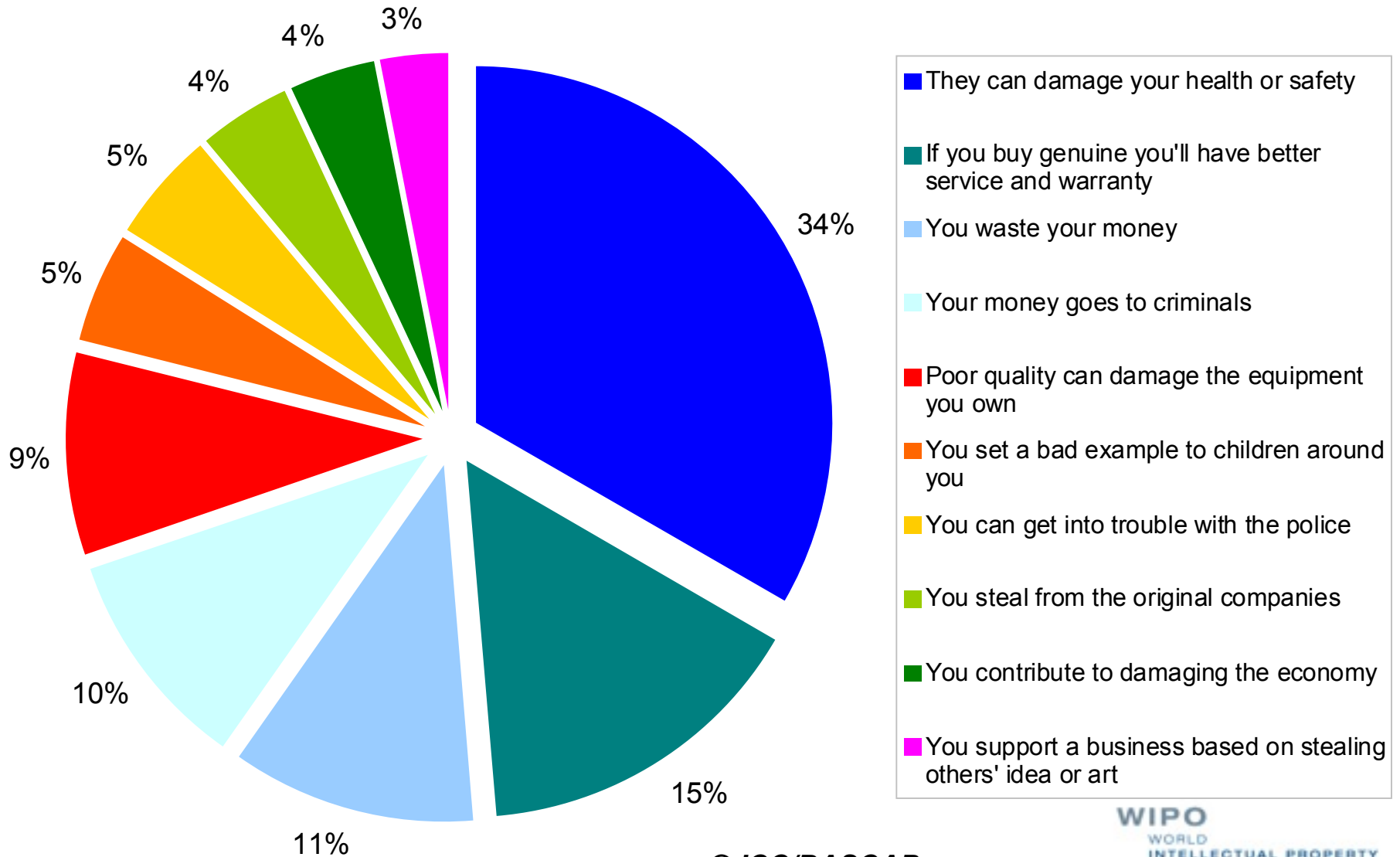
Average 5 COUNTRIES



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



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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
4. Age “Awareness”



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 »

5. 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.

5. 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 (piracy of digital content).

■ **Main deterrents**: risk to health/safety first, risk for other possessed goods, risk of prosecution if credible.

6. Awareness-Raising

- Public/private cooperation
- Avoid anti-IP sentiment and public anger.
- Show direct benefits (National Success stories) to selected audience/community/economy.
- Use human face rather than a law enforcer.

Thank you !

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