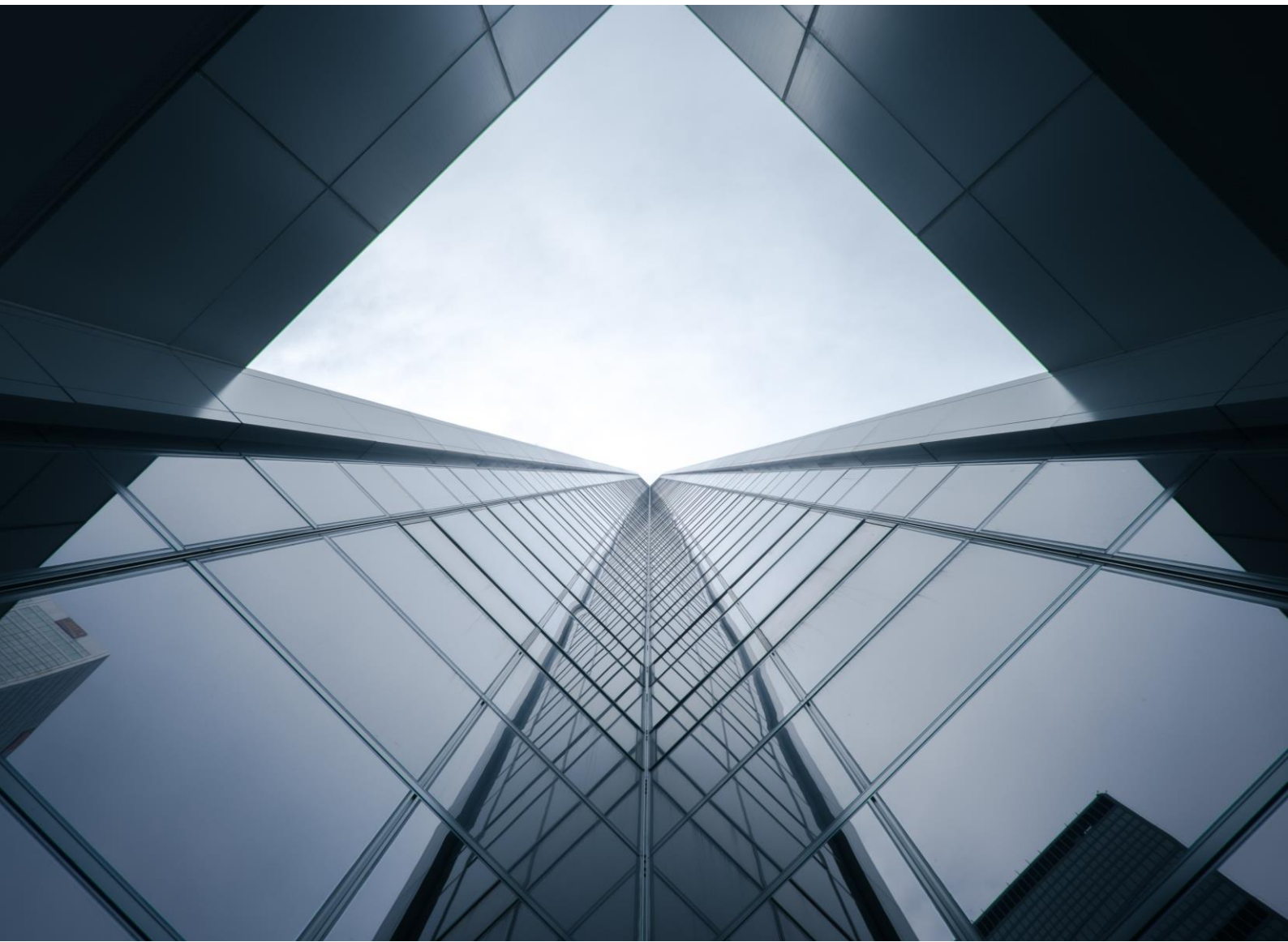




Busan Consumers' Perception of Counterfeits 2023



EUROPEAN CHAMBER OF
COMMERCE IN KOREA
주한유럽상공회의소



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INTRODUCTION

The European Chamber of Commerce in Korea (ECCK) is the prime advocacy channel for European companies conducting business in and with Korea. Furthermore, it cooperates with organizations that share mutual interests to promote an optimal business environment and fairly represent the European business community. The ECCK is a non-profit and non-political organization.

In light of the importance of intellectual property for both industry as well as government, ECCK operates an Intellectual Property Rights (IPR) Committee. This Committee has the three-fold objective of fostering communication and cooperation with relevant stakeholders, facilitating the exchange of information between industry and the government in Korea, and raising public awareness of the importance of protecting IPR.

The last objective also encompasses improving the awareness as to the negative effects of the counterfeit industry on all levels of society. It is harmful to businesses, consumers, and society at large as it places consumers at risk, hinders economic growth, stifles innovation, reduces business and government revenue and results in job losses.

To curb these devastating effects, the IPR Committee remains willing and ready to continue providing support to all parties involved in enhancing the Korean IP environment, ranging from increasing awareness of the importance of IP among all levels of society to enhancing enforcement of all types of IP. These efforts have enabled many improvements, including the significant decrease in the open sale of counterfeits at certain street markets, as well as enhanced measures by online intermediaries to curb the sale of counterfeits.

While it is essential for government officials and industry to jointly act against the illegitimate counterfeit industry, an important role is reserved for consumers as they have one of the most powerful tools at their disposal: purchasing power. The unfortunate reality is that many of the globally consumed counterfeits follow a deliberate purchasing decision with knowledge about the product's illegitimate nature. As long as there is a demand for counterfeits, the counterfeit industry will continue to be a lucrative business. Enhanced consumer awareness of the facts about the counterfeit industry and its harmful implications will lead to a decrease in consumer demand and a disavowal of the false notion that counterfeiting is a harmless crime.

In this context, ECCK conducted this survey to find out consumers' perception of counterfeits, their purchasing patterns and opinions on the enforcement activities against counterfeiting.

EXECUTIVE SUMMARY

This report analyzes the results of a public survey conducted by ECCK during the 18th Global Gathering 2023 event in Busan on May 20, 2023. The survey was carried out as part of an ongoing campaign by ECCK to enhance awareness of IPR and measure public perception of counterfeits. The survey consisted of 12 questions and was completed by 511 people. Respondents in their twenties made up the largest age group (33%) of all respondents, followed by those in their forties (24%).

36% of all respondents indicated to have experience in purchasing counterfeits, with online shopping and street stalls or traditional markets (such as Dongdaemun, Namdaemun, Myeongdong, Itaewon, Busan International Market, etc.) being the two most common sources, as used by 37% and 27% of the respondents respectively. Domestic online markets such as G-market, Auction, 11 Street, Naver Smartstore, Interpark, Coupang, TMON, and Wemakeprice were the most common type of outlet for purchasing counterfeits online (as indicated by 38% of the respondents), followed by overseas direct purchase such as Ali Express, Taobao, Amazon, etc. (25%)

Almost half of the respondents learned about the availability of counterfeits at the online platforms primarily through searches at online markets and Social Networking Services (44%), acquaintance's recommendation (19%) and search engines (19%). The two most popular categories of counterfeits were 'bags or wallets' and 'clothes or shoes', which accounted for 33% and 28%, respectively. Moreover, 39% of the consumers pointed out to counterfeits' low price as the main driver behind their purchases.

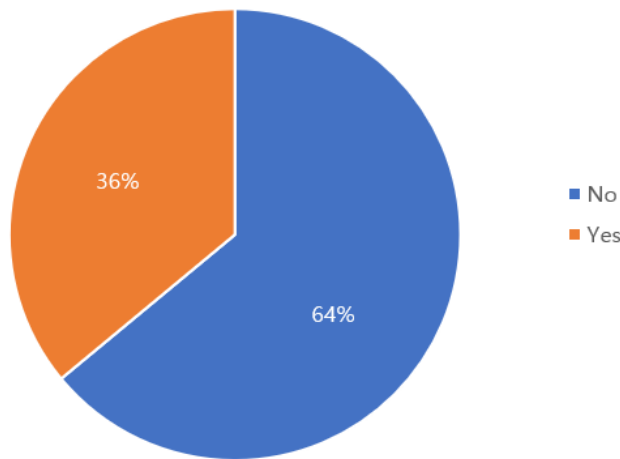
Meanwhile, for the category of counterfeits that respondents would never even consider purchasing, 'jewelry or watches' topped the list with 19% and 'bags or wallets' with 16%, and nearly half of the respondents (47%) said that the biggest reason for this is because the quality of counterfeits is very poor and safety is not guaranteed.

Furthermore, 80% of the respondents perceived counterfeits to be a problem, with decreased company sales and damaged brand image (26%), possibility that the profits from the sale of counterfeits could be used to finance criminal syndicates or terrorists (22%), consumer damage due to the use of materials from unknown sources and the absence of safety test (19%), etc. being selected as the most pertinent concerns. On the other hand, 29% of the respondents replied that counterfeits do not pose any problems as it is socially acceptable to purchase and carry counterfeits, and 28% of them answered that since purchasing is an individual's choice, it does not matter whether the goods are genuine or not.

Lastly, 74% of the participants expressed a wish for stronger enforcement by the government against the counterfeit industry, 54% indicating that producers and sellers of counterfeits need to face stronger punishment and 20% stating that consumers of counterfeits should also be punished. Meanwhile, 14% of the respondents answered that the government should focus more on other activities, such as protecting domestic companies' trademark rights, trade secrets, preventing technology leakage, etc. rather than taking additional measures, and 12% of the respondents said that the current level of enforcement and punishment is sufficient.

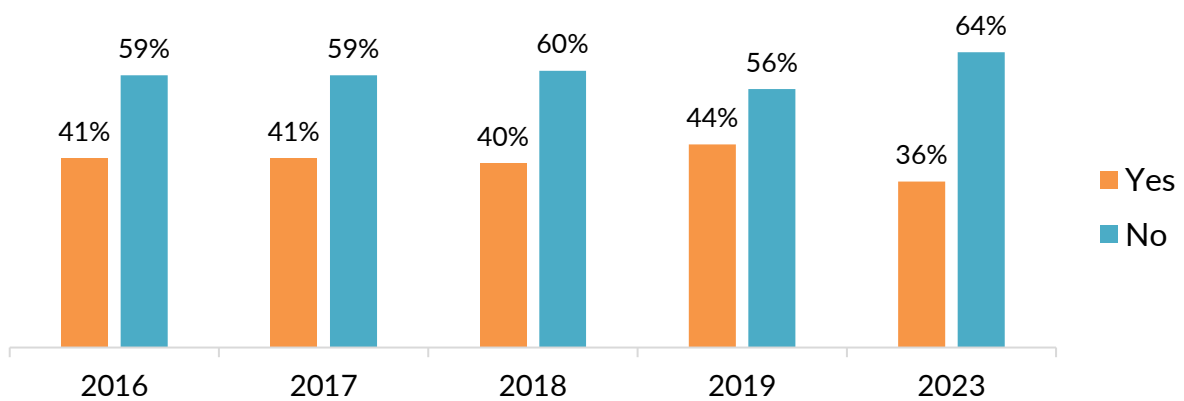
ANALYSIS OF INDIVIDUAL QUESTIONS

1. “Have you ever purchased any counterfeits?”

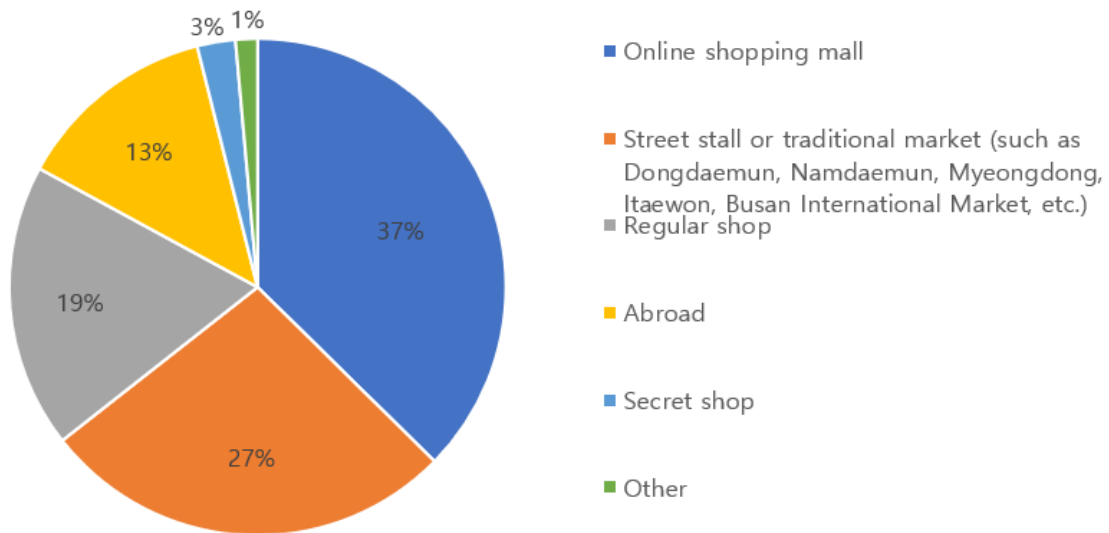


In this year’s survey, 36% of the consumers indicated to have bought counterfeits. Discrepancies were further observed amongst different age groups regarding the purchase rate: only a majority (60.5%) of respondents in their thirties said to have experience in purchasing counterfeits, and for those in their sixties, half of them had purchased counterfeits, and the other half have never bought them. Following those in their thirties and sixties, the age groups with the highest purchase rate of counterfeits were respectively in their twenties (44.3%), teens (38.5%), fifties (33.3%), and forties (16.7%), and for respondents who did not reveal their age, 36.4% said they had purchased counterfeit goods.

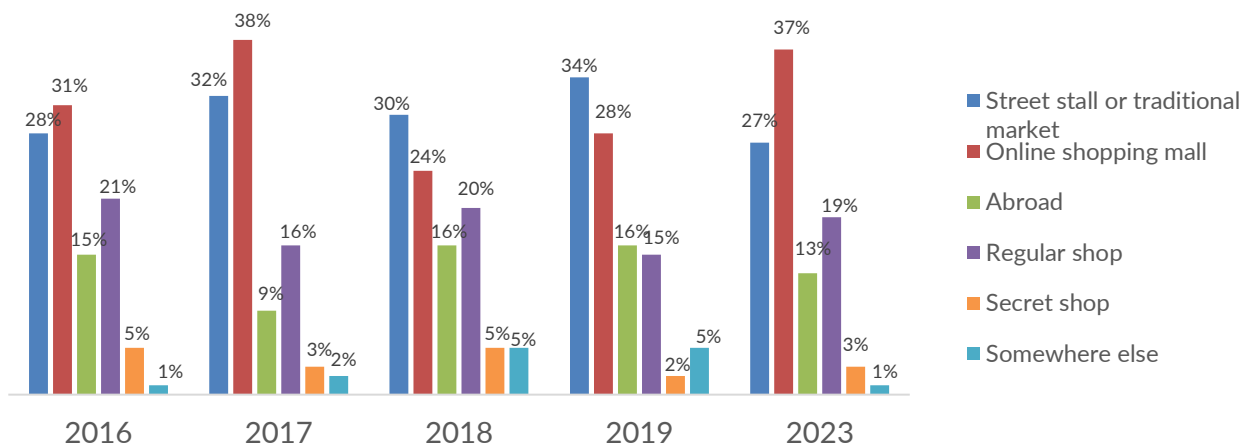
Compared to the last survey conducted in 2019, the number of respondents who indicated to have purchased counterfeit goods decreased by 8% points this year, the lowest since 2016, as shown in the table below.



2. “Where did you purchase these goods?”

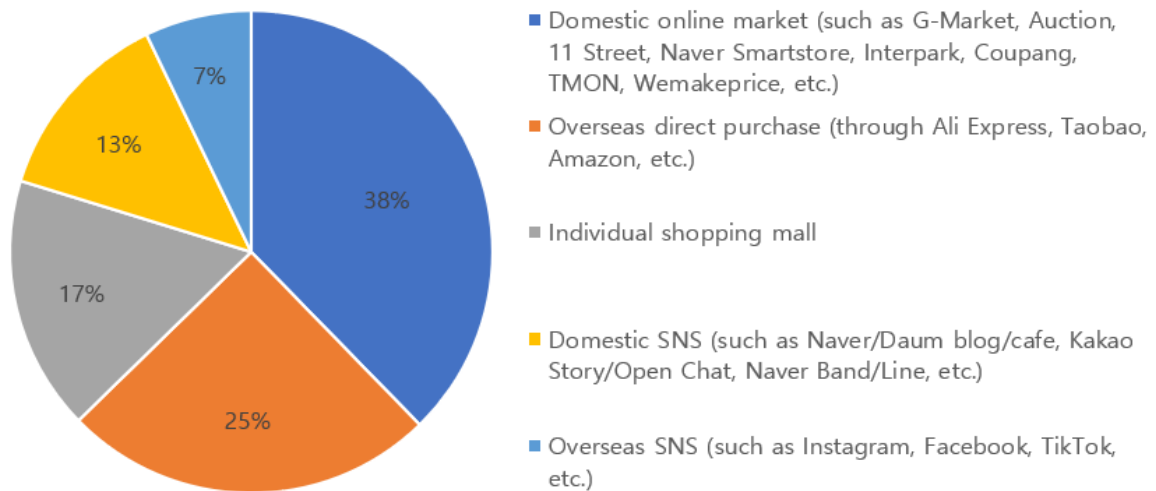


This year, as in 2019, when the last survey was conducted, online shopping malls and street stalls/traditional markets were selected as the top two locations to purchase counterfeit goods, which is the same as the results of the surveys carried out over the past five years (2015-2019). The results of this year's survey stated that more consumers used online shopping malls (37%) than street stalls or traditional markets (27%), and the rate of respondents having used these two sources (64%) was similar to that of 2019 (62%).



According to the age group of respondents who used online platforms for counterfeit purchases (37%), almost half of them were in their twenties (43%), followed by those in their thirties (27%), and forties (19%). In addition, among 27% of all respondents who said to have experience in purchasing counterfeits in street stalls, 38% of them were in their twenties, and those in their thirties and forties accounted for 20% each.

3. “If you have purchased counterfeits online, what kind of platform have you used?”



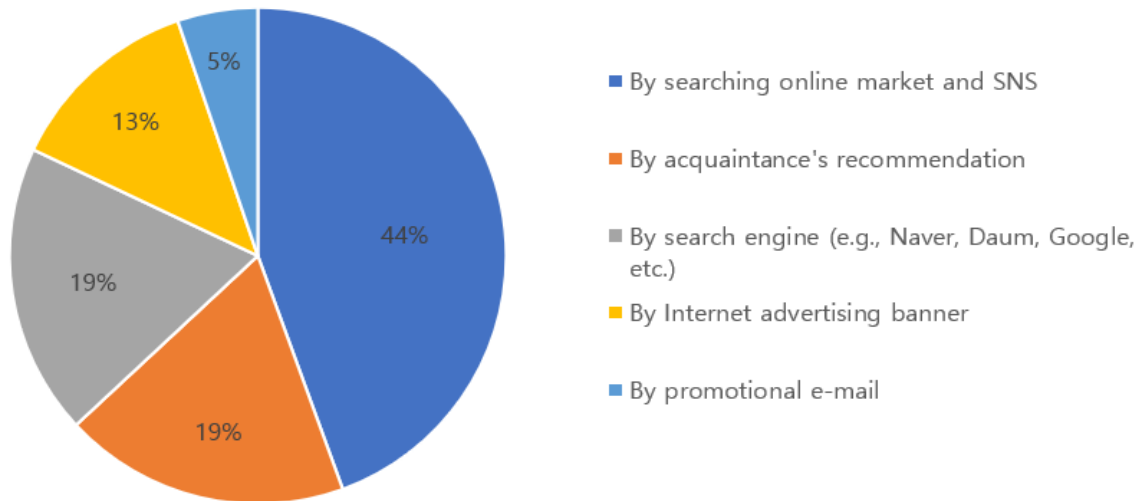
To get a better understanding of the use of various online intermediaries for the purchase of counterfeits, the survey asked those that had purchased the fake goods online, at which type of online platform they had made their purchase. 38% of respondents who indicated to have purchased counterfeits through online or mobile shopping pointed to domestic online markets such as G-market, Auction, 11 Street, Naver Smartstore, Interpark, Coupang, TMON, and Wemakeprice, and 25% of them replied to have used overseas direct purchase such as Ali Express, Taobao, Amazon, etc.

While domestic and overseas open markets have always been selected as the most used type of online platform for counterfeit purchases, the rate of individual shopping malls decreased from 28% to 17% compared to 2019. What is noteworthy about this year's results is that 64% of those who purchased counterfeit goods online used domestic online platforms (SNS and online markets), and 77% of them used domestic online markets, not SNS.

By age group, those in their twenties accounted for the highest percentage of using domestic online markets with 40%, followed by those in their thirties (27%). For those in their forties, the percentage of people who purchased counterfeits through online shopping and through street vendors was the same at 30%, and as for those in their fifties, 47% of those who purchased counterfeit goods used street vendors.

In addition, 20% of the total consumers purchased counterfeits through SNS, domestic online SNS (e.g., Naver/Daum blog/café, Kakao Story/Open Chat, Naver Band/Line, etc.) accounting for 13% of them, representing about twice the rate of overseas SNS (7%) such as Instagram, Facebook, TikTok, etc.

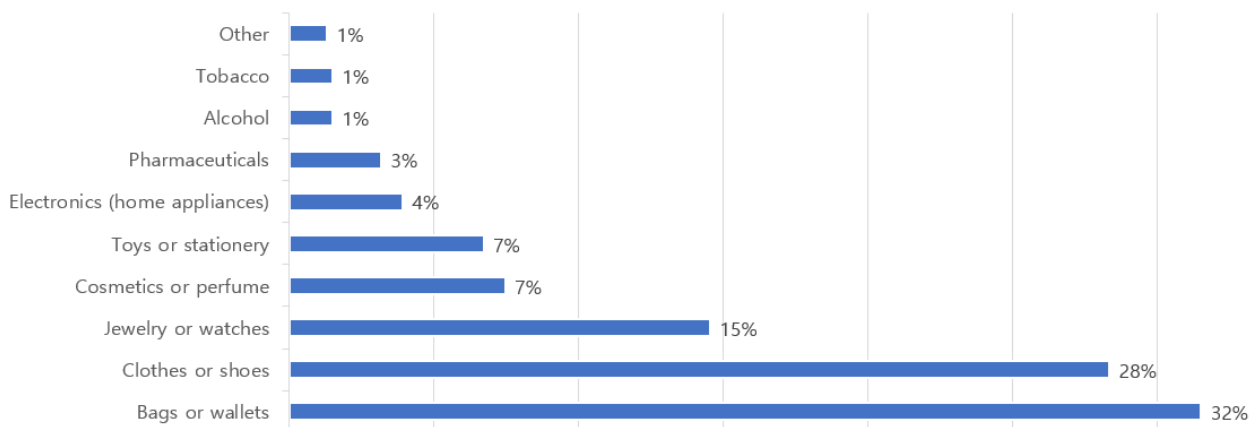
4. “How did you get to know that you can purchase counterfeits in the above answered platforms?”



In question 4, nearly half of the respondents (44%) said they learned about the platform indicated in the previous question by searching online markets SNS, followed by recommendations from acquaintances and search engines (e.g., Naver, Daum, Google, etc.), accounting for 19%.

By age group, respondents in their teens and twenties found counterfeit goods mainly through online market/SNS searches (46%), followed by search engines (29%) and Internet advertising banners (17%). On the other hand, respondents in their 30s and older mainly searched for counterfeits on SNS (35%), search engines (29%) and open markets (22%).

5. “What kind of goods have you purchased, or would you consider purchasing?”



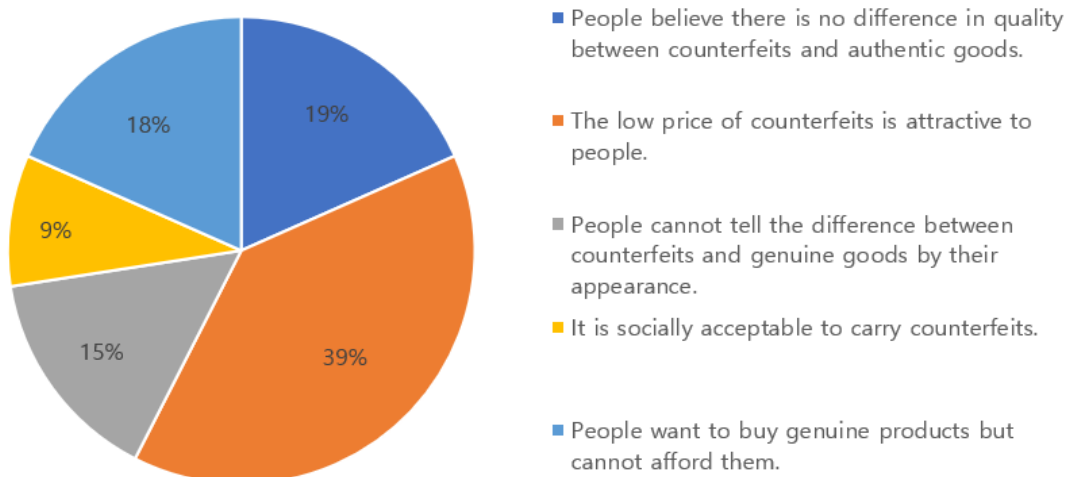
Since the 2015 survey, consumers showed high interest in counterfeits related to fashion. In this year’s survey, the categories of ‘bags or wallets’ (32%) and ‘clothes or shoes’ (29%) were of highest appeal again, reflecting consumers’ high preference for fashion-related counterfeits as these two jointly made up more than half of all responses.

Compared to 2019, when the last survey was conducted, ‘jewelry or watches’ that tied for third place with ‘toys or stationery’ at the time rose slightly this year (from 11% to 15%), while ‘cosmetics or perfume’ remained the same (7%). Counterfeits related to ‘toys or stationery’ also recorded 7%, resulting in a slight decrease by 4% points from 2019 (11%).

It is worth noting that electronics, which ranked fifth in 2019 with 8%, placed sixth this year with 4%. In addition, ‘cosmetics or perfume’, which was sixth at the time, ranked fourth this year, showing a change in consumer preference for counterfeits.

There were also differences in preferred products by age group. Indeed, teenagers were most interested in purchasing counterfeit ‘clothes or shoes’ (34%) and ‘bags or wallets’ (29%), as well as and respondents in their twenties who were most attracted to counterfeit ‘bags or wallets’ (28%) and ‘clothes or shoes’ (21%). It is noteworthy that the preferred types of counterfeit items regardless of age group were ‘clothes or shoes’ and ‘bags or wallets’, and that teenagers and those in their twenties (10%) were more interested in ‘cosmetics or perfume’ than other age groups (thirties: 7%, forties and fifties: 3%). On another note, a high percentage of respondents said they were not willing to buy any counterfeits, with 31% of respondents in the case of teenagers and those in their twenties, 19% as for those in their thirties, and 25% of those in their forties and fifties.

6. “There are various reasons why people buy counterfeits. What do you think is the biggest reason for this?”



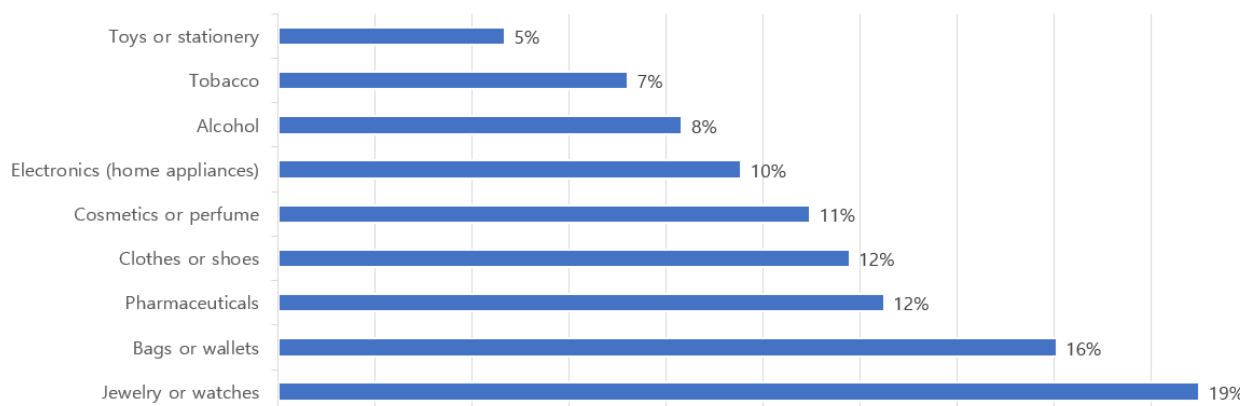
As the previous questions confirmed the demand for counterfeit goods per category, this question was set out to discover the reason behind such demand. The largest number of respondents (39%) pointed to the “low price of counterfeits” as the key driver for their purchases, which is lower than 53% of the 2019 survey. However, from 2015 to 2019, and this year, this was the biggest reason that consumers chose when buying counterfeits.

Following that, "People believe there is no difference in quality between counterfeits and authentic goods" came in second with 19%, "People want to buy genuine products but cannot afford them" ranked third with 18%, and "People cannot tell the difference between counterfeits and genuine goods by their appearance", which was second in 2019, placed fourth this year with 15%.

The low price of counterfeits was pointed to as the key driver for purchases across all age groups (respondents in their teens and twenties: 43%, thirties: 44%, forties and fifties: 37%). However, the second driver of purchases differed by age group, as 48% of respondents in their teens and twenties said that there was no difference in quality between genuine and counterfeit goods, whereas those in their thirties (22%), forties and fifties (24%) revealed they want to purchase authentic products but cannot afford them.

In 2019, the rate of the respondents who answered that ‘possessing counterfeit goods is socially acceptable’ was 6%, while recording 4% this year. By age group, although 7% of respondents in their forties and older, and 4% of teenagers and those in their twenties said that ‘possessing counterfeit goods is socially acceptable’, none of the respondents in their thirties replied so.

7. “What kind of goods would you never even consider purchasing?”



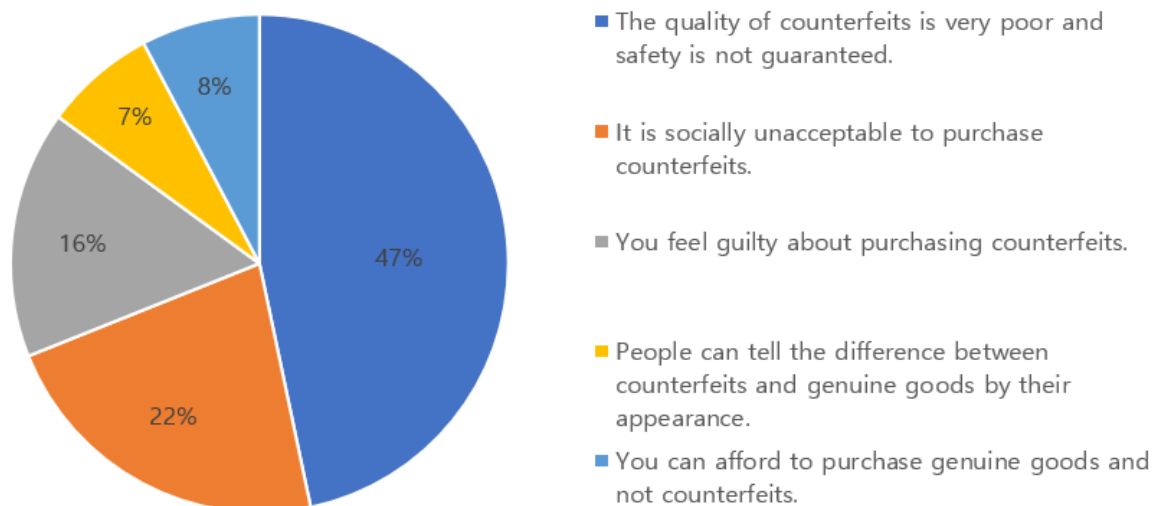
This question was first added to this year's survey, and similar to Question 5, consumers who were not willing to buy counterfeit goods were asked the type. The highest response rate was 'jewelry or watches' (19%), followed by 'bags or wallets' (16%), 'pharmaceuticals' (12%), 'clothes or shoes' (12%), 'cosmetics or perfume' (11%).

Interestingly, compared with question 5, 'bags or wallets' were ranked high for both those who were willing to buy counterfeits (32%, 1st) and those who were not (16%, 2nd). In the case of 'jewelry or watches' (19%) as well, which ranked first by consumers who are not willing to purchase counterfeit goods, were also the third choice (15%) of consumers who are willing to buy counterfeits.

All age groups, except for those in their fifties and older, chose 'jewelry or watches' as their number one type of counterfeits that they will never even consider purchasing in the future (teens and twenties: 17%, thirties: 23%, forties: 22%). In addition, 'pharmaceuticals', 'alcohol' and 'electronics (home appliances)', which had a relatively low response rate in the previous question where respondents were to choose the category of counterfeits they wish to buy, these three types of counterfeits ranked high in this question.

In their teens and twenties, 35% of all respondents said they were not willing to buy these three types of counterfeits, with 14% for 'pharmaceuticals' and 12% for 'alcohol' and 'electronics (home appliances)'. For those in their thirties, 32% of all respondents said they did not intend to purchase 'pharmaceuticals', 'alcohol' and 'electronics (home appliances)', each category accounting for 13%, 9%, and 10%, respectively. As for respondents in their forties, fifties and older, they replied that they would not consider purchasing these three types of counterfeit goods with the rate of 27% and 26% respectively, which are slightly lower than the rate for the lower age group. Interestingly, 'pharmaceuticals' among these three types accounted for the highest percentage of all age groups (teens and twenties: 14%, thirties: 13%, forties: 14%, fifties and older: 11%).

8. “If you answered that you would not consider purchasing any counterfeits, what is the main reason for it?”



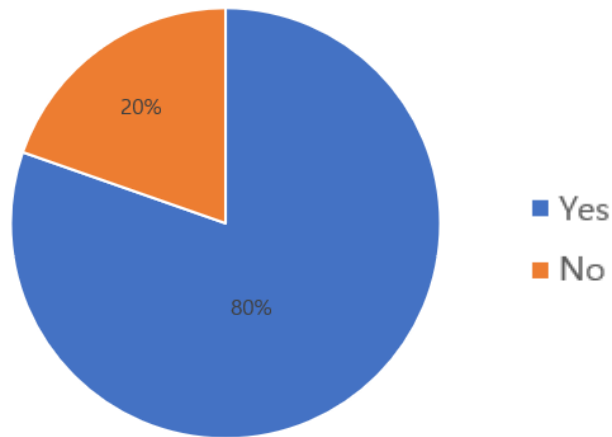
Following the above question, consumers who have no intention of purchasing counterfeits were asked the reason behind it. Nearly half (47%) of the respondents said that it was because counterfeit goods differed in quality from genuine products, and that their safety was not guaranteed.

The second biggest reason was because “the purchase of counterfeit goods is not socially acceptable” with 22%, followed by “people feel guilty through the purchase of counterfeits” with 16%.

Moreover, the two factors with the lowest response rate were “people can tell difference between counterfeits and genuine goods by their appearance” (7%) and “people can afford to purchase genuine products and not counterfeits” (8%).

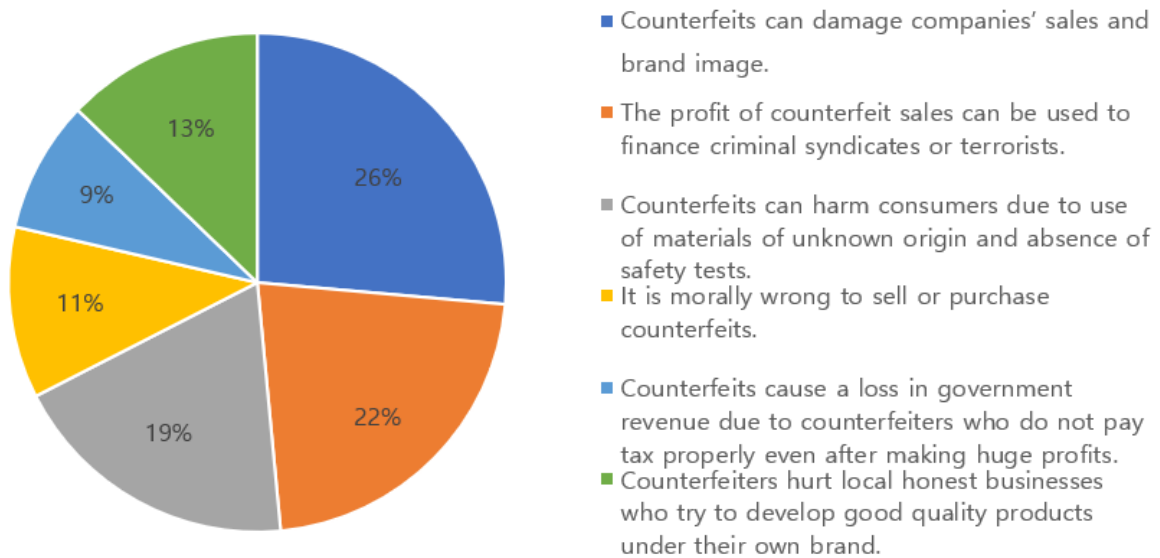
Throughout all ages, ‘difference in quality between counterfeits and genuine goods and safety issue’ was chosen as the first reason why consumers do not wish to purchase counterfeits (teens and twenties: 44%, thirties: 54%, forties: 53%, fifties and older: 46%). The second biggest reason was “because it is socially unacceptable to purchase counterfeits”, with a higher response rate among respondents in their thirties (23%) and fifties (33%) compared to that of other age groups (teens and twenties: 20%, forties: 16%). As for the response rate for “People feel guilty about purchasing counterfeits”, the response rate for teens and respondents in their twenties (20%) was slightly higher than that of other age groups (thirties: 11%, forties: 14%, fifties and older: 16%).

9. "Do you think counterfeits are problematic?"



80% of the total participants in the survey believed that counterfeits pose problems. The percentage of respondents by age group who thought counterfeit goods were problematic was 72% in their teens and twenties, 81% in their thirties, 91% in their forties, and 90% in their fifties and older.

9-1. “Why do you think counterfeits pose problems?”

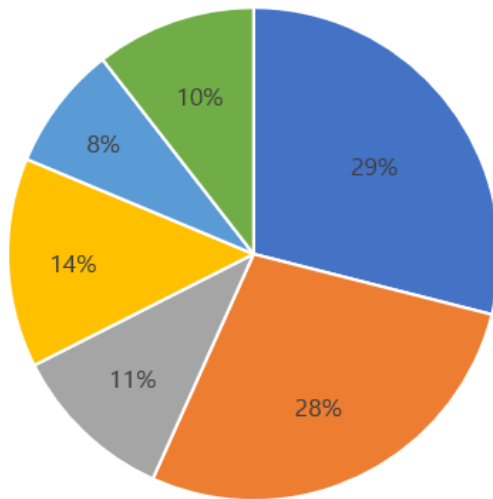


As in the previous survey, a majority of respondents (80%) agreed that counterfeits were problematic in this year's survey, and as in the surveys conducted from 2015 to 2019, they indicated 'reduced corporate sales and damaged brand image' (26%) as the biggest reason why counterfeit goods pose problems.

It is noteworthy that the awareness of "the profit of counterfeit sales can be used to finance criminal syndicates or terrorists" has increased this year. Indeed, this only accounted for 5% in 2019, but ranked second this year with a considerable increase, representing 22% of the responses. In addition, "damage to honest Korean companies (due to counterfeits)" and "threatened consumer health and safety by the use of materials from unknown sources and lack of safety tests" ranked third and fourth respectively, as in previous years.

In terms of responses by age group, the first choice of teenagers and twenties was "decrease in corporate sales and damage to brand image" (26%), followed by "revenue from counterfeit goods sales likely to be used for criminal syndicates or terrorists" (24%). As for those in their thirties and those in their fifties and older, "revenue from counterfeit goods sales likely to be used for criminal syndicates or terrorists" ranked the highest response rate with 22% and 20% respectively, while those in their forties indicated that "decrease in corporate sales and damage to brand image" (25%) and "consumer damage due to use of materials of unknown origin and absence of safety tests" (19%) were the biggest reasons why counterfeits were problematic.

9-2. "Why do you think counterfeits do not pose any problems?"



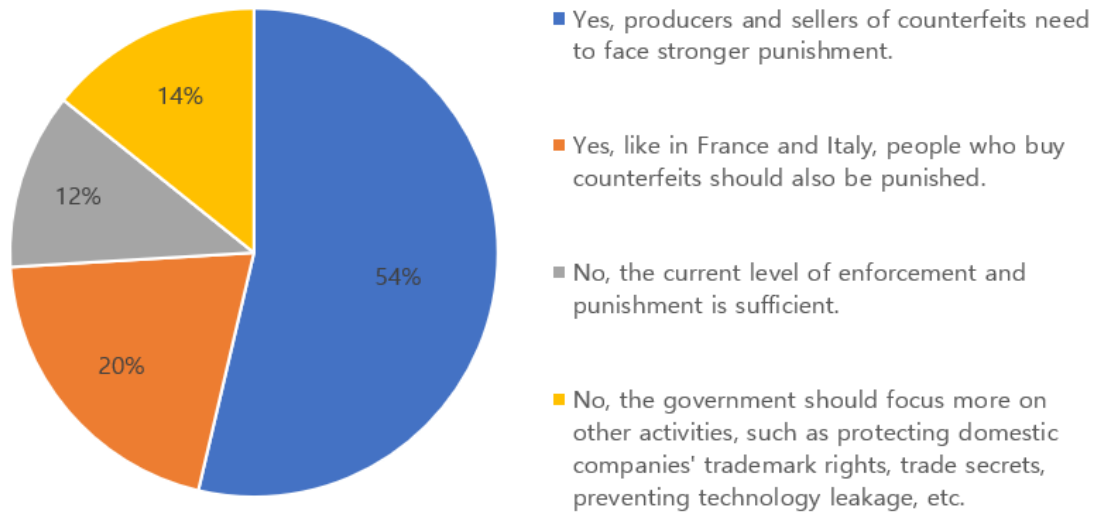
- It is socially acceptable to purchase and carry counterfeits.
- Since purchasing is an individual's choice, it does not matter whether the goods are genuine or fake.
- The damage that counterfeits cause to businesses and brands is not huge.
- It is more reasonable to purchase counterfeits than expensive genuine goods.
- Counterfeits do not differ in safety and quality compared to genuine products, therefore there is no damage to consumers.
- As only a small number of people purchase counterfeits, the social impact is minimal.

Similar to Question 7, this was newly added as well, and respondents who thought counterfeit goods were not problematic were asked why, contrary to the earlier question. In this regard, 29% of them said that it was because "the purchase and possession of counterfeit goods is socially acceptable", whereas 28% replied that it was because "the purchase results in individual's choice, therefore it does not matter whether the goods are genuine or fake", these two reasons accounting for more than half of all responses.

It is interesting that the second choice of the consumers who thought counterfeits are problematic in the previous question, "safety issue and quality difference", recorded the lowest response rate in this question. From this, it is clear that consumers are aware of the difference in quality between counterfeits and authentic goods, as well as counterfeits' safety issue.

For all age groups except for those in their forties, "purchase and possession of counterfeits is socially acceptable" showed the highest response rate, of which 44% were over in their fifties, and 43% and 30% were in their thirties, teens, and twenties, respectively. In the case of those in their forties, 42% of the respondents said, "it does not matter whether the goods are genuine or fake since purchasing is an individual's choice". It is also noteworthy that the response rate of the consumers in their thirties (23%) who stated that "buying counterfeit goods is more reasonable than purchasing expensive genuine products" was higher compared to that of other age groups (teens and twenties: 17%, forties: 7%, fifties and older: 15%), and for those in their forties, 22% of them answered that "the social impact is minimal since only a small number of people purchase counterfeits", which was a higher rate than that of other age groups (teens and twenties: 10%, thirties: 9%, fifties and older: 12%).

10. “In the case of manufacturing and selling counterfeits, the recidivism (repeated or habitual relapse) rate is very high. Do you believe that there should be a stronger action against counterfeits by the government?”



Since the 2015 survey, an overall positive sentiment towards enhanced enforcement activities against counterfeits has been displayed. This year as well, a majority of all respondents (74%) said the government should crack down on counterfeit goods more strongly, but compared to 2019 (81%), there was a slight decrease by 7%p.

Most of the respondents who said the government should take stronger action against the manufacture and sale of counterfeit goods replied that producers and sellers of counterfeits need to be punished more severely, of which only about 27% said those who purchase counterfeits should also be punished.

On the contrary, those who answered that the government does not need to take stronger measures stated in a similar proportion that the government should focus more on other activities such as protecting domestic companies' trademark rights, trade secrets, preventing technology leakage, etc.

Looking at the percentage of responses by age group, more than half of all age groups indicated that "producers and sellers of counterfeits need to face stronger punishment" (teens and twenties: 53%, thirties: 50%, forties: 52%, fifties: 58%). Meanwhile, while most age groups chose "people who buy counterfeits should also be punished in Korea like France and Italy" (teens and twenties: 23%, thirties: 20%, forties: 23%), for those in their fifties, the second most popular option was "the government should focus more on other activities such as trademark rights and trade secrets protection, or technology leakage prevention of domestic companies" (18%).

QUESTIONNAIRE

This survey is used to analyze the public awareness and consumption pattern of counterfeits (fake goods). There are no right or wrong answers, so we would appreciate your candid and honest answers. We will treat all responses confidentially. Thank you.

Age range: 10 / 20 / 30 / 40 / 50 / 60 / > 70 / Prefer not to say

1. Have you ever purchased any counterfeits? (If not, please move on to Question 5)

- ① Yes
- ② No

2. Where did you purchase these goods? (You can choose more than 1 answer)

- ① Online shopping mall
- ② Street stall or traditional market (such as Dongdaemun, Namdaemun, Myeongdong, Itaewon, Busan International Market, etc.)
- ③ Regular shop
- ④ Secret shop
- ⑤ Abroad
- ⑥ Somewhere else, namely

3. If you have purchased counterfeits online, what kind of platform have you used? (You can choose more than 1 answer)

- ① Domestic online market (such as G-market, Auction, 11 Street, Naver Smartstore, Interpark, Coupang, TMON, Wemakeprice, etc.)
- ② Overseas direct purchase (through Ali Express, Taobao, Amazon, etc.)
- ③ Domestic SNS (such as Naver/Daum blog/café, Kakao Story/Open Chat, Naver Band/Line, etc.)
- ④ Overseas SNS (such as Instagram, Facebook, TikTok, etc.)
- ⑤ Individual shopping mall

(If you have used a platform not mentioned above, please specify:))

4. How did you get to know that you can purchase counterfeits in the above answered platforms? (You can choose more than 1 answer)

- ① By searching online market and SNS
- ② By search engine (e.g., Naver, Daum, Google, etc.)
- ③ By Internet advertising banner
- ④ By promotional e-mail
- ⑤ By acquaintance's recommendation

5. What kind of goods have you purchased, or would you consider purchasing? (You can choose more than 1 answer)

- ① Jewelry or watches
- ② Bags or wallets
- ③ Clothes or shoes
- ④ Cosmetics or perfume
- ⑤ Pharmaceuticals
- ⑥ Electronics (home appliances)
- ⑦ Toys or stationery
- ⑧ Alcohol
- ⑨ Tobacco
- ⑩ Others, namely
- ⑪ I have no intention of purchasing any counterfeits in the future.

6. There are various reasons why people buy counterfeits. What do you think is the biggest reason for this?

- ① People believe there is no difference in quality between counterfeits and authentic goods.
- ② The low price of counterfeits is attractive to people.
- ③ People cannot tell the difference between counterfeits and genuine goods by their appearance.
- ④ It is socially acceptable to carry counterfeits.
- ⑤ People want to buy genuine products but cannot afford them.

7. What kind of goods would you never even consider purchasing? (You can choose more than 1 answer)

- ① Jewelry or watches
- ② Bags or wallets
- ③ Clothes or shoes
- ④ Cosmetics or perfume
- ⑤ Pharmaceuticals
- ⑥ Electronics (home appliances)
- ⑦ Toys or stationery
- ⑧ Alcohol
- ⑨ Tobacco
- ⑩ Others, namely
- ⑪ I want to purchase counterfeits in the future.

8. If you answered that you would not consider purchasing any counterfeits, what is the main reason for it?

- ① It is socially unacceptable to purchase counterfeits.
- ② You feel guilty about purchasing counterfeits.
- ③ The quality of counterfeits is very poor and safety is not guaranteed.
- ④ People can tell the difference between counterfeits and genuine goods by their appearance.
- ⑤ You can afford to purchase genuine goods and not counterfeits.

9. Do you think counterfeits are problematic? (If yes, please move on to Question 9-1, if not, to Question 9-2)

- ① Yes
- ② No

9-1. Why do you think counterfeits pose problems? (You can choose more than 1 answer)

- ① The profit of counterfeit sales can be used to finance criminal syndicates or terrorists.
- ② Counterfeits can damage companies' sales and brand image.
- ③ Counterfeits can harm consumers due to use of materials of unknown origin and absence of safety tests.
- ④ It is morally wrong to sell or purchase counterfeits.
- ⑤ Counterfeits cause a loss in government revenue due to counterfeiters who do not pay tax properly even after making huge profits.
- ⑥ Counterfeiters hurt local honest businesses who try to develop good quality products under their own brand.

9-2. Why do you think counterfeits do not pose any problems? (You can choose more than 1 answer)

- ① It is socially acceptable to purchase and carry counterfeits.
- ② Since purchasing is an individual's choice, it does not matter whether the goods are genuine or fake.
- ③ The damage that counterfeits cause to businesses and brands is not huge.
- ④ It is more reasonable to purchase counterfeits than expensive genuine goods.
- ⑤ Counterfeits do not differ in safety and quality compared to genuine products, therefore there is no damage to consumers.
- ⑥ As only a small number of people purchase counterfeits, the social impact is minimal.

10. In the case of manufacturing and selling counterfeits, the recidivism (repeated or habitual relapse) rate is very high. Do you believe that there should be a stronger action against counterfeits by the government?

- ① Yes, producers and sellers of counterfeits need to face stronger punishment.
- ② Yes, like in France and Italy, people who buy counterfeits should also be punished.
- ③ No, the current level of enforcement and punishment is sufficient.
- ④ No, the government should focus more on other activities, such as protecting domestic companies' trademark rights, trade secrets, preventing technology leakage, etc.
- ⑤ Yes, because (please specify)
- ⑥ No, because (please specify)

----- Thank you for your participation. -----



DISCLAIMER

The statistical information provided in this report was drawn from all responses that have been received during the 18th Global Gathering 2023 event in Busan. If respondents did not reveal their age or did not provide answers to specific questions, we have eliminated their input where relevant. This has resulted in certain discrepancies between the number of responses to certain questions.

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