

THE HONG KONG POLYTECHNIC UNIVERSITY  
DEPARTMENT OF MANAGEMENT & MARKETING  
DEPARTMENTAL RESEARCH SEMINAR

**Pessimistic Bias in the Consumption of  
Counterfeit Brands**

By

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Date: Monday, 16 November 2009

Time: 2:30 p.m. - 4:00 p.m.

Venue: M802

All interested are welcome

# **Pessimistic Bias in the Consumption of Counterfeit Brands**

## **ABSTRACT**

Prior research provides little insights into the process of how consumers estimate the likelihood of being detected by others for using counterfeits, despite its importance in influencing actual counterfeit consumption. We show that the importance of being found using counterfeits (outcome importance) relates positively with the estimated likelihood of being found (probability estimate); and this pessimistic bias is attenuated when the difference between counterfeits and genuine brand (attribute diagnosticity) is highly discernible.