

# **Counterfeit Chronicles: Describing and Explicating Counterfeit Advertising in the Netherlands**

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Counterfeit advertising, or ads for fake branded products, is increasing in prevalence, often to the detriment of not only brands, but also consumers. To gain understanding of this phenomenon, a survey of 1,170 adult consumers in the Netherlands was conducted. The study found that the majority of consumers recognized counterfeit ads, often through the use of content cues and, consequently, mostly did not purchase the advertised products. However, among the consumers who did purchase a counterfeit product, most did so unknowingly. Consumers who recognized ads for a counterfeit product as such developed sophisticated persuasion knowledge and subsequent resistance to these ads in the future. Negative perceptions of counterfeit advertising could transcend the counterfeit advertising context, as some consumers' perception of advertising as a whole suffered in consequence to counterfeit ad exposure. Counterfeit ad effects were facilitated by persuasion knowledge. Finally, implications for the study and practice of advertising are discussed.

Keywords: counterfeit, advertising, persuasion knowledge, survey