

Abstract

This paper is the first attempt to document a self-deceptive illusion called the precebo effect – the mere possession of an object makes the owner to illusionarily believe that he has already benefited from the object, even before utilizing it. Two studies were conducted. Three-hundred and fifteen university students reported that they had experience the precebo effect across a range of 16 commercial products. This precebo experience is related to the frequency of buying the products, the belief in the effectiveness of the products, and the expected pleasant feeling associated with the usage of the products. This precebo experience did not significantly differ between whether the products would finally be used or would not be used after the purchase. Future direction of this line of research is discussed.