

Compensating for something?

When not having enough prompts consumers to show off

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CONCEPTUAL BACKGROUND

RESOURCE SCARCITY

- Consumer often think and talk about **not having enough resources**.



- Resource scarcity, or “not having enough,” has been shown to prompt consumers to become **more selfish** (Roux, Goldsmith, and Bonezzi, 2015)

NARCISSISM

- Related to **selfishness** and a decreased regard for others (Campbell and Foster, 2007; Cisek et al., 2008)



H1: Reminders of resource scarcity will prompt consumers to become more selfish, and consequently more narcissistic

- Narcissists have a **higher need for status** and admiration from others (Campbell et al., 2002; Campbell and Foster, 2007)
- Prefer products that have a **greater symbolic value**, such as **luxury products** (Lee et al., 2013; Lee and Sidel, 2012; Sedikides et al., 2007)
- Consumers high in need for status can also use “**loud**” or **conspicuous luxury goods** for status signaling purposes (Han et al., 2010)

H2: Reminders of resource scarcity will increase consumers’ preference for products with more prominent brand logos.

STUDY 1

Scarcity: List 3 things you *cannot* do without...

Neutral: List 3 things you *can* do with...
gasoline, sugar, water, wheat, electricity

(Roux et al. 2015)

Mediator: Me Versus Other scale

(Campbell et al., 2004)



DV: Narcissism subscale; Short Dark Triad

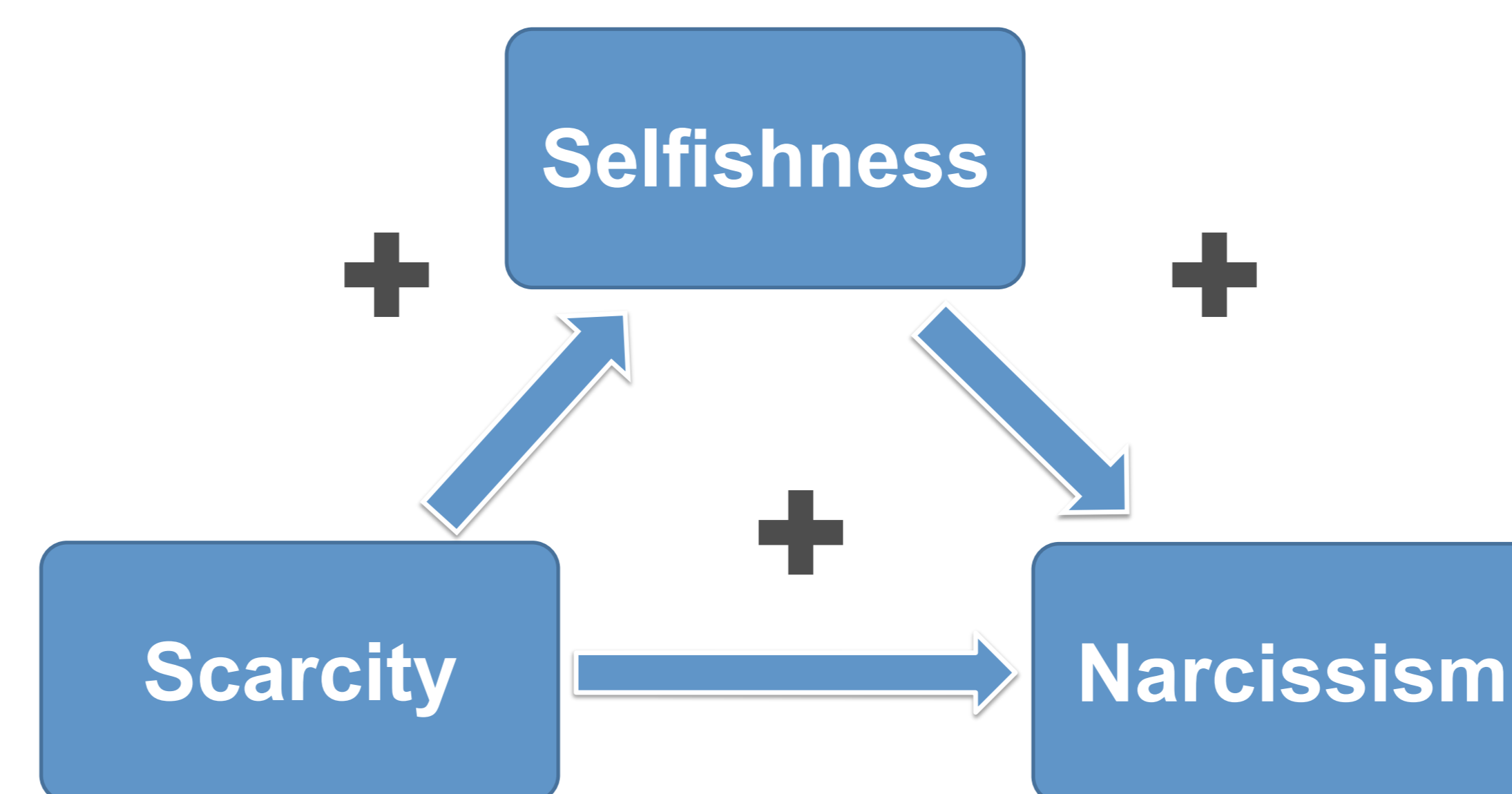
(Jones and Paulhus, 2014)

Narcissism

1. People see me as a natural leader.
2. I hate being the center of attention. (R)
3. Many group activities tend to be dull without me.
4. I know that I am special because everyone keeps telling me so.
5. I like to get acquainted with important people.
6. I feel embarrassed if someone compliments me. (R)
7. I have been compared to famous people.
8. I am an average person. (R)
9. I insist on getting the respect I deserve.

Results:

- Reminders of resource scarcity prompted participants to become **more selfish**, and consequently **more narcissistic (H1)**.



STUDY 2

Scarcity: List 3 things you *cannot* do without...

Neutral: List 3 things you *can* do with...

gasoline, sugar, water, wheat, electricity

(Roux et al. 2015)

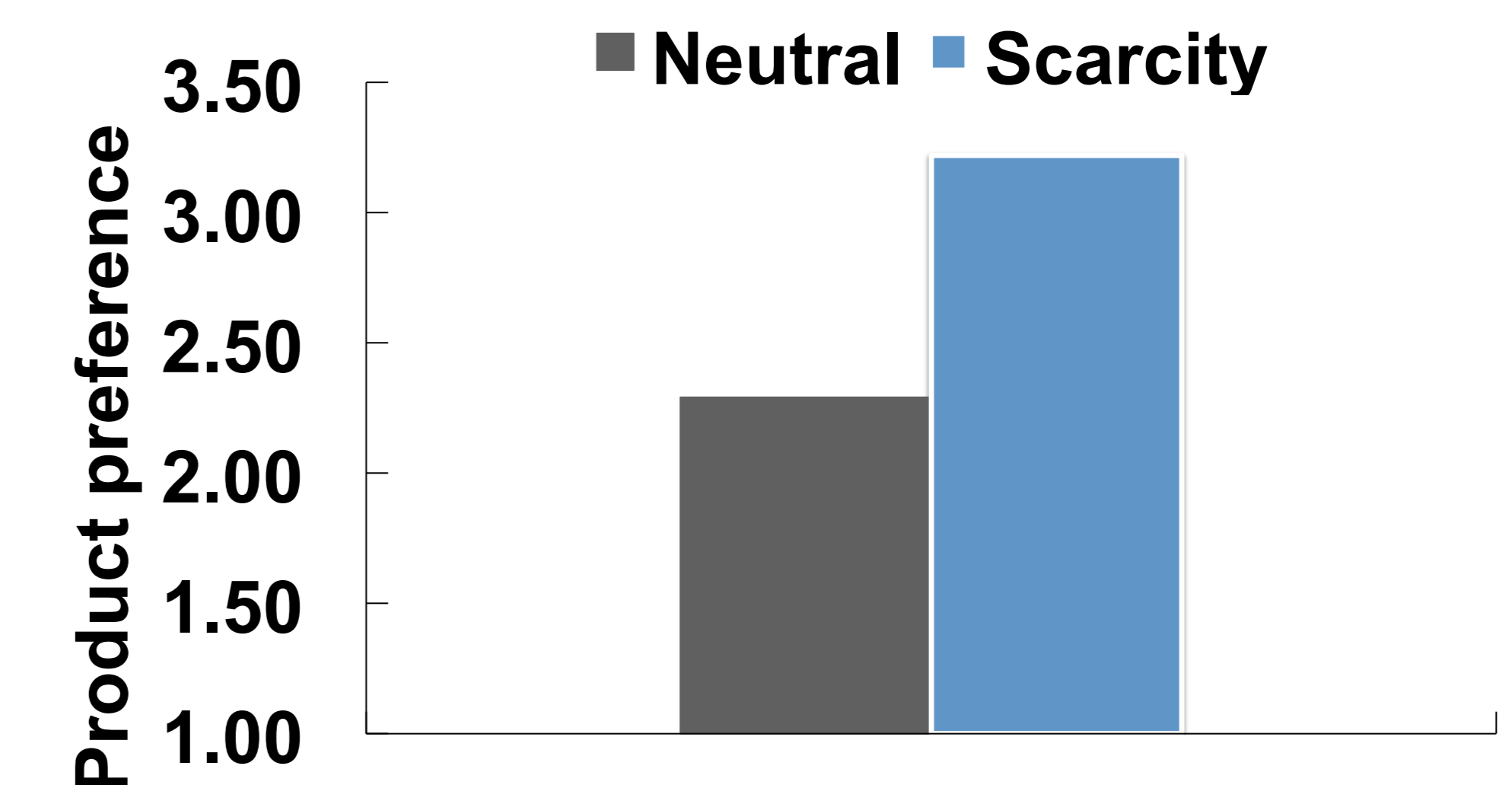
DV: Preference for brand prominent products

(Han et al., 2010)



Results:

- Reminders of resource scarcity increased participants’ preference for products with more **prominent brand logos (H2)**.



TAKEAWAYS

- Considerations of **resource scarcity** prompt consumers to **become more narcissistic**, which shift their preferences toward products that feature **greater brand prominence**.
- In times of economic downturns, resource shortages, or other situations where individuals may feel like there is not enough, consumers will **prefer to purchase products that allow them to signal their status**.

ACKNOWLEDGEMENTS

We would like to thank Ali Tezer (PhD candidate in marketing, Concordia University) and Kelly Goldsmith (Assistant professor of marketing, Northwestern University) for their generous help with the project.

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