How Reminders of Resource Scarcity Shape Consumer Behavior

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Resource scarcity is a prevalent phenomenon
Consumers often think and talk about “not having enough”
Merely thinking about “not having enough” prompts a competitive orientation
This competitive orientation prompts consumers to seek and maximize self-benefits.
Consumers can act generously and honestly when experiencing resource scarcity.
A competitive orientation can also prompt consumers to improve themselves.
Want to learn more about how reminders of resource scarcity shape consumer behavior?

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