

# How Reminders of Resource Scarcity Shape Consumer Behavior

---

Caroline Roux  
Concordia University



Kelly Goldsmith  
Vanderbilt University



Jingjing Ma  
Peking University



Ali Tezer  
HEC Montréal



Andrea Bonezzi  
Northeastern University

# Resource scarcity is a prevalent phenomenon



**CNBC**  
Even single people making \$100K feel like they're  
scraping by

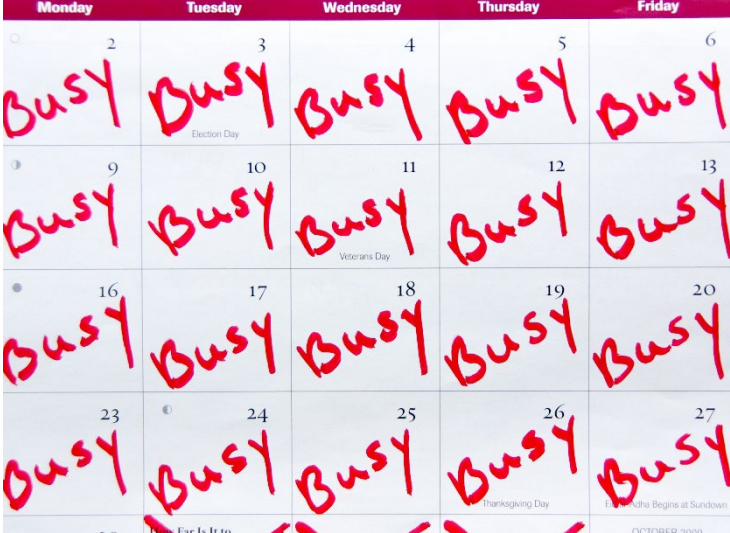


**FINANCIALSAMU**

**HUFFPOST**  
Bankers Explain How They Cannot  
Possibly Live On \$1 Million Pay

Scraping By On \$500,000 A Year: Why It's So Hard  
For High Income Earners To Escape The Rat Race

# Consumers often think and talk about “not having enough”



# Merely thinking about “not having enough” prompts a competitive orientation



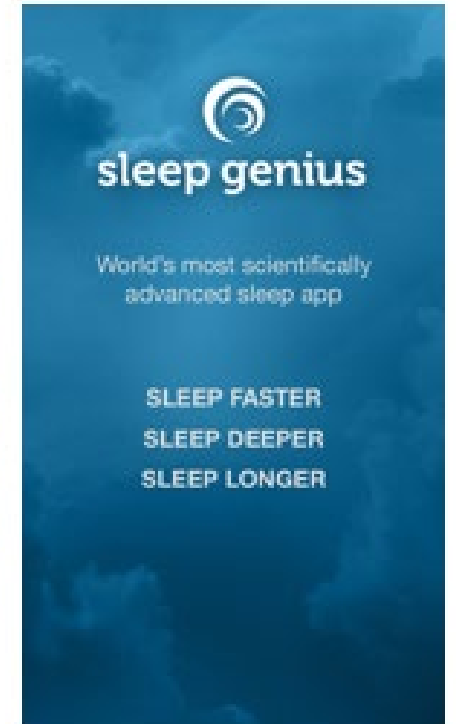
# This competitive orientation prompts consumers to seek and maximize self-benefits



# Consumers can act generously and honestly when experiencing resource scarcity



# A competitive orientation can also prompt consumers to improve themselves



Sticky Notes  
for Effective Knowledge Retention!  
The Secret Weapon  
of those Wishing to Improve



