

# “Only One Left – I’ll Fight you for It!”: Scarcity Promotion Advertising and Aggressive Behavior

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**Monday May 9**

3 – 4:30 PM  
BUSAD G102

Darren Dahl is the Senior Associate Dean – Faculty, Director of the Robert H. Lee Graduate School, and the B.C Council Innovation Professor at the University of British Columbia. His current research interests are in the areas of new product design and development, creativity, consumer product adoption, the role of social influence in consumer behavior, and understanding the role of self-conscious emotions in consumption. His research has been presented at numerous national and international conferences, and published in various texts and such journals as the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research*, *Management Science*, and *Journal of Consumer Psychology*. He currently is editor-in-chief of the *Journal of Consumer Research* and serves on the editorial board of the *Journal of Marketing Research*, *Journal of Marketing*, and the *International Journal of Research in Marketing*.

## TALK ABSTRACT

Marketers frequently use scarcity promotions, where a product or service is limited in either quantity or is promoted for a limited time. The present research shows that the mere exposure to scarcity promotion advertising can activate actual aggression even outside the consumption domain, when the scarce item is not even attainable. Further, exposure to scarcity promotion advertising prompts consumers to perceive other consumers (even if not physically present) as potential threats to obtaining a desired product. This threat, in turn, is shown to drive aggression towards others. Four studies using violent video game behavior to measure aggression demonstrate that firearm shooting behavior (number of shots fired), punching behavior (punches thrown), and consumer preferences for violent experiences are higher in response to such advertising.

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