

# A Peep Into The Dark Side of The Consumer

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## **Abstract**

We explore the relationship between the dark side of consumer personality – Narcissism, Machiavellianism and Psychopathy with the dimensions of special treatment. These three traits form the dark triad of human personality and exist in all of us to some degree. We find that Narcissism (Grandiosity) is positively related with the need to feel distinct and Machiavellianism is positively related to the utilitarian dimension of special treatment. Our work emphasizes the need for further exploration into these darker aspects of consumer's personality.

**Keywords:** *Dark Triad; special treatment; Narcissism*

**Track:** Relationship Marketing