

This is Awesome so I'll Have the Regular: Feeling Awe Decreases Preferences for Limited Edition Products

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## **Abstract**

Marketers use the limited edition strategy in positioning their products to increase demand and create a greater sense of value for an item. In this research, the authors examine how the self-transcendent emotion of awe, commonly used in promoting limited edition products, shapes customer attitudes and engagement. Findings across four studies indicate that awe-eliciting appeals commonly used in the promotion of limited edition products decrease consumer preferences towards those products. This effect is due to reduced feelings of connection for individuals feeling awe in response to the promotion of limited edition products. Furthermore, characteristics of the promotion (presence of cause-related marketing cues) moderate this effect. This research contributes to scarcity and emotions literature by demonstrating when the use of awe-inspiring strategy to enhance exclusivity in marketing communications may create negative outcomes.

**Keywords:** *Awe; Advertising; Scarcity*

**Track:** Advertising & Marketing Communications