Revenge Consumption – A longitudinal data analysis to explore individual compensation after deprivation

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Abstract

In research during the COVID-19 pandemic, revenge was assumed and identified as the predominant individual consumption behavior after the end of restrictions. Revenge refers to changes in consumption to compensate for what was lost during the crisis. The present study is the first to examine this behavioral phenomenon and its boundary conditions using longitudinal data analysis. We collected data at different points in time during the COVID-19 pandemic and obtained a sample of N = 3816 participants. Using a panel regression approach, the results show that individuals seek revenge for what they have lost during the pandemic, particularly through increased consumption of hedonic products and services. The results also show that the strength of this effect is significantly influenced by contextual factors, including current restrictions in play or specific individual attitudes and characteristics.

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