

The paradox of sharing: Investigating the effect of scarcity in experiential stores on interpersonal and electronic word-of-mouth

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Cite as:

Pape Denise, Toporowski Waldemar (2022), The paradox of sharing: Investigating the effect of scarcity in experiential stores on interpersonal and electronic word-of-mouth. *Proceedings of the European Marketing Academy*, 50th, (111760)

Paper from the EMAC Regional 2022 Conference, Kaunas, Lithuania, September 21-23, 2022



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Abstract

Experiential stores represent a promising way to emotionally connect consumers to a brand and thus achieve long-term goals, especially Word-of-Mouth (WoM). Past research has already found that the lifecycle of an experiential store is closely linked to its perceived novelty. Nonetheless, perceived novelty has been overlooked as a defining dimension of consumer interest towards experiential stores. Our findings show how the integration of scarce products can reignite the novelty factor of an experiential store and promote positive WoM behaviours. Furthermore, we include need for uniqueness as a relevant personality factor in the context of experiential stores and uncover a communication dilemma in terms of WoM behaviours - while electronic WoM increases, interpersonal WoM decreases.

Keywords: *experiential stores, scarcity, word-of-mouth*