



Just my luck: Narcissistic admiration and rivalry differentially predict word of mouth about promotional games

Colleen P. Kirk^{a,*}, Joann Peck^b, Claire M. Hart^c, Constantine Sedikides^c

^a School of Management, New York Institute of Technology, USA

^b Department of Marketing, University of Wisconsin-Madison, USA

^c School of Psychology, University of Southampton, UK

ARTICLE INFO

Keywords:

Narcissism
Narcissistic admiration
Narcissistic rivalry
Hubris
Pride
Word of mouth
Serendipity
Luck

ABSTRACT

We examine the role of narcissistic admiration and rivalry in consumers' word of mouth about promotional games. We show that, although narcissistic admiration and rivalry are both positively associated with belief in good luck (Study 1), their associations with word of mouth in reference to a retailer diverge when consumers lose a chance-based promotional game (Study 2). Specifically, when consumers lose (but not win), narcissistic admiration is associated with more favorable word of mouth (i.e., leaving a positive review on a website), whereas narcissistic rivalry is associated with less favorable word of mouth. These diverging effects vary depending on the effort that consumers exert to participate in the game (Study 3), and are informed by authentic and hubristic pride (Study 4). Positive and negative affect do not account for the findings. The results provide further evidence of the distinct processes motivating self-enhancement among consumers higher in narcissistic admiration and rivalry.

1. Introduction

The personality trait of narcissism has received intense empirical attention in several areas, but not necessarily in consumer behavior. One reason for this oversight may be its complexity, which can mask effects of interest to marketers. We focus on two forms of narcissism, admiration and rivalry, that are characterized by distinct motivational processes conducive to divergent outcomes (Back et al., 2013). We identify promotional games, in which marketers use luck-based opportunities (Hock et al., 2020), as a self-relevant context where narcissistic admiration and rivalry differ in their associations with word of mouth (WOM). WOM, or informal communications directed at other consumers about goods and services (Westbrook & Black, 1985), is a critical outcome in consumer behavior due to its link with company profitability (Berger, 2014).

Across four studies, we integrate theories on narcissism, WOM, and pride. We propose that consumers higher in narcissistic admiration, a form of narcissism characterized by self-promotion, react to losing a promotional game by engaging in positive WOM (PWOM), especially when they exerted little objective effort to participate. Authentic pride, a self-enhancement mechanism in which individuals attribute an outcome to their own efforts (Tracy & Robins, 2007), underlies this effect.

However, consumers higher in narcissistic rivalry, which is characterized by self-defensiveness, react to losing a promotional game by engaging in negative WOM (NWOM). Hubristic pride, a self-protection mechanism arising from excessive shame and considerations of a superior self (Tracy et al., 2011), underlies this effect (Fig. 1).

This research contributes to the limited literature on narcissism in consumer behavior (de Bellis et al., 2016; Okazaki et al., 2021; Sedikides et al., 2007, 2018), and the burgeoning literature on narcissism more broadly (Herman et al., 2018; Gage Jordan et al., 2021; Miller et al., 2021; Sedikides, 2021; Wu et al., 2022) by providing the first evidence of opposing consequences of narcissistic admiration and rivalry for WOM. Also, we integrate for the first time a model of narcissistic admiration and rivalry with situationally-elicited authentic and hubristic pride (Tracy & Robins, 2007), thereby contributing to the pride literature both in consumer behavior (McFerran et al., 2014) and psychology (Dickens & Robins, 2020; Tracy et al., 2009, 2011). Furthermore, we advance the WOM literature (Berger, 2014; Philp & Ashworth, 2020) by documenting the divergent implications of narcissistic admiration and rivalry for positive and negative WOM as well as the underlying motivations. Finally, we contribute to the luck (Darke & Freedman, 1997; Hamerman & Morewedge, 2015) and promotional games (Hock et al., 2020) literatures by expanding understanding of the complex

* Corresponding author at: New York Institute of Technology, 1855 Broadway, New York, NY 10023, USA.

E-mail address: ckirk01@nyit.edu (C.P. Kirk).

<https://doi.org/10.1016/j.jbusres.2022.06.004>

Received 4 November 2021; Received in revised form 1 June 2022; Accepted 4 June 2022

Available online 19 June 2022

0148-2963/© 2022 Elsevier Inc. All rights reserved.

implications of narcissism on consumer WOM that result from chance events.

2. Theoretical background and hypotheses

2.1. Narcissistic admiration and rivalry

Grandiose or agentic narcissism (henceforth: narcissism) is defined as “a self-centered, self-aggrandizing, dominant, and manipulative interpersonal orientation” (Sedikides et al., 2004, p. 400). Individuals high in narcissism believe that they are entitled and superior to others on many positive attributes. For example, they see themselves as more intelligent and attractive than others even when they are not (Carlson et al., 2011; Zajenkowski et al., 2020), and describe themselves as special, extraordinary individuals who are more deserving than others (Exline et al., 2004; Ohmann & Burgmer, 2016). Accordingly, they are driven by agency (reflecting dominance and superiority) over communion (reflecting caring or concern for others; Campbell & Foster, 2007; Campbell et al., 2002).

Researchers have made substantial strides in untangling the complexity of narcissism (Miller et al., 2021; Sedikides, 2021) by identifying two distinct forms: admiration and rivalry (Back et al., 2013). Admiration involves self-promotion, such as grandiose fantasies (e.g., “This good luck could only happen to me because I am so great!”) and attempts to elicit social admiration. Rivalry involves other-derogation, such as defensiveness and perceptions of others as “losers.” Rivalry motivates protection against diminishment of the narcissist’s grandiose self, and consumers high in rivalry respond antagonistically to a perceived threat to their superiority (e.g., by denigrating others). Put otherwise, admiration is activated by and engages with an opportunity for self-enhancement (Sedikides & Gregg, 2008), whereas rivalry is activated by self-threat and involves self-protection (Sedikides, 2012).

Individuals high both in admiration and rivalry are motivated to create and maintain a grandiose self (e.g., a self that is smarter or luckier than others), yet they implement distinct strategies to do so. As such, although narcissistic admiration and rivalry are positively related, they often have divergent associations or outcomes. For example, narcissistic admiration is positively, whereas rivalry is negatively, associated with perceived employee empowerment (Helfrich & Dietl, 2019), self-esteem (Back et al., 2013), mental toughness (Manley et al., 2019), public speaking confidence (Manley et al., 2020), and prosocial behavior (Martin et al., 2019). Also, admiration is linked with altruistic social processes (Grove et al., 2019) and emotion regulation (Cheshure et al., 2020), whereas rivalry with unwillingness to apologize due to low empathy and guilt (Leunissen et al., 2017) as well as malicious envy or

hostility (Lange et al., 2016).

2.2. Luck and promotional games

Luck has attracted considerable research interest. Much of this work has examined expectations of future good luck as a consumer outcome. For example, consumers are more likely to perceive that they will have better luck in a firm’s future and randomly determined marketing outcomes when they have previously been loyal to the firm, because they think they deserve special treatment (Reczek et al., 2014). Further, consumers are prone to conditioned superstition, in which they form an illusion of control over random outcomes previously associated with a particular product purchase (Hamerman & Johar, 2013). Moreover, priming consumers with lucky numbers influences positively their self-representation of how lucky they feel (Jiang et al., 2009).

In contrast to prior work, we focus on luck as a predictor of consumer outcomes. Promotional games, such as lotteries or scratch-off discount coupons, are frequently used by retailers and are attracting increased scholarly attention, because they impact managerial outcomes such as more consumer spending (Hock et al., 2020). In a luck-based promotional game, there are winners and losers. Indeed, in many promotional games, such as a lottery, losing is more common than winning. Therefore, understanding how consumers respond when they lose a promotional game was of interest to us. We are proposing that, whereas winning a promotional game generally engenders PWOM among consumers, losing a promotional game activates self-enhancement and self-protection motivations in narcissistic consumers cascading in divergent WOM outcomes.

A belief that one is inherently lucky reflects an unrealistically positive assessment of the self (Darke & Freedman, 1997). It is not surprising, then, that individuals higher (than lower) in narcissism are more likely to believe they are lucky (Zhao et al., 2016). Indeed, higher (than lower) narcissists are more likely to take risks when gambling (Lahey et al., 2008) or investing in the stock market (Foster et al., 2011). That being lucky is considered a positive attribute is evidenced by the actions of consumers engaging in superstitious behavior so as to attain good luck—from carrying a rabbit’s foot to paying small fortunes for a lucky phone number (Kramer & Block, 2008). Given that a superior view of the self is central to both admiring and rivalrous narcissism (Back et al., 2013), we hypothesize:

H1a: Narcissistic admiration is positively associated with trait belief in good luck.

H1b: Narcissistic rivalry is positively associated with trait belief in good luck.

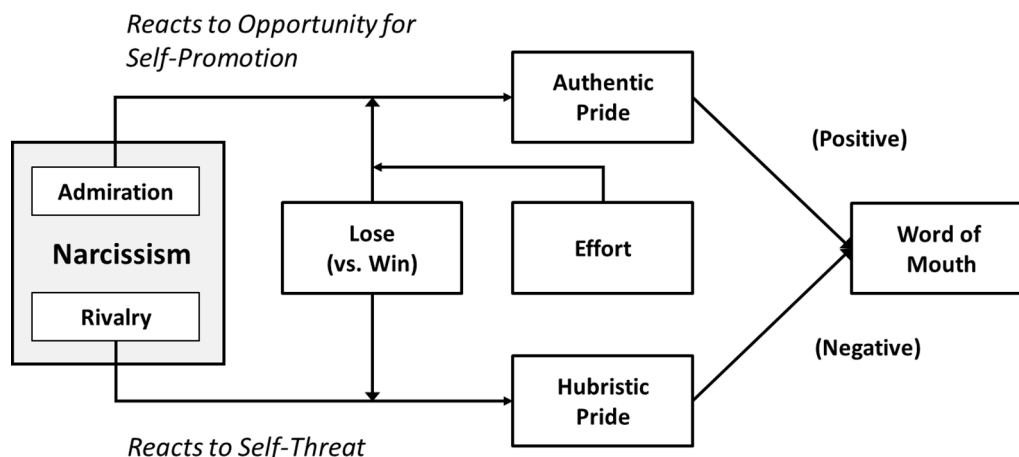


Fig. 1. Theoretical Model.

If belief in their own good luck forms part of the core of a narcissist's superior self-view, then those higher in admiration should react positively to opportunities for self-enhancement related to luck, whereas those higher in rivalry should react antagonistically to any threat to this lucky identity.

2.3. Word of mouth

WOM is a form of promotion that has an enormous impact on consumer behavior and can be either PWOM, recommending in favor, or NWOM, recommending against (Alexandrov et al., 2013). WOM is the primary factor behind up to half of all consumer purchases and generates double the sales of paid advertising (Bughin et al., 2010). Across 60 countries, 83% of consumers state that they trust product recommendations (WOM) from family and friends, and 66% state that they trust opinions posted online (Nielsen, 2015). NWOM is particularly concerning to marketers, because of its greater propensity for viral online transmission (Herhausen et al., 2019). Given that many marketing promotions involve luck and therefore losing, understanding how consumers respond with PWOM or NWOM to losing a promotional game is important.

Self-enhancement is one of the strongest motivations for WOM (Chen, 2017; De Angelis et al., 2012), and, by generating WOM about information that makes them look good, consumers attempt to manage the impression they make on others (Berger, 2014). Therefore, given narcissists' strong self-enhancement motivations (Morf et al., 2011; Sedikides & Campbell, 2017), it is not surprising that narcissism is associated with social media use. For example, a meta-analysis of 62 samples of social media users ($N = 13,430$) revealed that consumers higher (vs. lower) in narcissism are more likely to spend time on social media, provide more status updates and tweets, have more friends and followers, and post selfies (McCain & Campbell, 2018). Narcissists are also more likely to believe that they portray their true authentic selves (Grieve et al., 2020) and engage in self-enhancement (Buffardi & Campbell, 2008) on social media.

2.4. Narcissistic admiration, luck, and word of mouth

Winning a promotional game would be perceived by most consumers as a favorable, exciting outcome generally worthy of communicating to friends and others. Therefore, when consumers win a promotional game, we would expect even lower narcissism consumers to generate PWOM. However, losing a promotional game is an unfavorable outcome, and so it would be surprising if consumers generated PWOM. Nonetheless, given the self-relevance of luck to narcissists, merely coming across an opportunity to participate in a promotional game can provide higher admiration narcissists a self-enhancement opportunity, even if they do not actually win. Altruism is a key motivator for WOM (Packard & Berger, 2017). By telling others about an opportunity to participate in a promotional game, admiring consumers can appear to be altruistic while reminding others that coming across such serendipitous opportunities is more likely to happen to them, because they are so innately lucky. This is consistent with prior research that suggests individuals high in admiration leverage opportunities to increase their social standing (e.g., by apologizing) for the purpose of self-promotion (Leunissen et al., 2017). Therefore:

H2a: When consumers lose (but not win) a promotional game, those higher (than lower) in narcissistic admiration will be more likely to generate PWOM about the promotion.

2.5. Narcissistic rivalry, luck, and word of mouth

For consumers higher (than lower) in narcissistic rivalry, losing a promotional game has dire implications, as it is perceived a threat to the superior, lucky self. These consumers are driven by the motivation to

protect the self in the face of threat. When losing a promotional game, this means derogating the promotion. Therefore:

H2b: When consumers lose (but not win) a promotional game, those higher (than lower) in narcissistic rivalry will be less likely to generate PWOM about the promotion.

2.6. Effort as a moderator

When consumers play a promotional game, even if they lose, they may differ in the amount of effort they exerted to participate in the game. For example, if a retailer holds a lottery or offers scratch-off coupons on a particular day, consumers may know about the game in advance and exert effort to participate by intentionally going to the store or engaging online on that day. Alternatively, they may not be aware of the game in advance, but have come across it by accident without having exerted any effort. When consumers exert effort to participate and lose, they may still generate PWOM, simply for having had the pleasure of playing a promotional game and the foresight to make a participatory effort. Their effort gives them a sense of game ownership (Kirk et al., 2018), which they will be likely to communicate to others.

However, when no effort is exerted in advance of planning to participate (i.e., the consumer comes across the game by accident), lower admiration consumers have little self-enhancement motivation for generating PWOM if they lose. We propose that they will be less likely than higher admiration consumers to generate PWOM. For higher admiration consumers, simply coming across the chance to participate in a promotional game is an example of serendipity (i.e., a positive, chance finding; Kim et al., 2021), even if they do not win. In this case, simply being present at the game at the right time with no effort at all provides evidence of their superior (lucky) self. Therefore, we hypothesize:

H3: When consumers lose a promotional game, the exertion of effort (vs. little effort) to participate attenuates the positive effect of admiration on PWOM about the game.

2.7. Authentic and hubristic pride as mediators

We propose that the differential outcomes of narcissistic admiration and rivalry on WOM when consumers lose a promotional game are explained by the influence of a chance loss on their pride. As a self-conscious emotion, pride involves focusing and reflecting on the self, and is strengthened by the presence of others (Tracy & Robins, 2004). Pride is evidenced by nonverbal expressions such as raised arms or a puffed up chest with hands on hips (Tracy & Robins, 2004), and often motivates self-enhancing behaviors aiming to increase status (Martens et al., 2012; McFerran et al., 2014).

Individuals higher in narcissism are particularly prone to pride due to an excessive attentional focus on the self (Tracy et al., 2011). Relevant to our research, pride encompasses two distinct factors that stem from different attributions and can evoke differing outcomes: authentic and hubristic pride (Dickens & Robins, 2020; Tracy & Robins, 2007). Authentic pride refers to a sense of achievement or accomplishment from an outcome that is attributed to hard work or effort (e.g., "I did well on this exam because I studied hard"). Authentic pride is situation-dependent and controllable, and is the affective core of authentic self-esteem (Tracy et al., 2009). Hubristic pride, on the other hand, refers to a sense of arrogance from an outcome that is attributed to a superior self (e.g., "The exam was easy for me because I am smart"; Tracy & Robins, 2007). Hubristic pride serves as a mechanism for higher narcissists to protect against threats that might elicit excessive shame and is therefore the affective core of narcissism (Tracy et al., 2009, 2011). Further, narcissists are prone to feeling both pride and shame simultaneously (Tracy et al., 2011), explaining how the divergent facets of narcissism can tug in two ways with disparate WOM outcomes.

Researchers have not yet examined the relationships between narcissistic admiration and rivalry on the one hand and situationally-elicited authentic and hubristic pride on the other. We take a first step in that direction. Nonetheless, researchers have examined admiration and rivalry associations with the two pride components conceptualized as traits (Rogoza et al., 2018). Whereas both admiration and rivalry were positively associated with trait hubristic pride, admiration was positively, and rivalry was negatively, associated with trait authentic pride. These findings are consistent with our contention that the two pride components might explain the putative diverging effects of admiration and rivalry.

2.7.1. Narcissistic admiration and authentic pride

Narcissists regulate their self-esteem by changing their attributions of events. Let us take the case of a positive chance event. By attributing it to their lucky self rather than random uncontrollable events, they are able to generate authentic pride, affording a self-enhancement opportunity. This is especially true if the game opportunity “fell in their lap” serendipitously and they did not need to exert any effort in the process. Even if they lose, simply being granted the opportunity to participate is sufficient to offer a self-enhancement opportunity. However, consumers lower (than higher) in admiration should feel little authentic pride when they have exerted no effort. They will experience little sense of achievement, because their effort played no role in the process or the outcome. Authentic pride from a perceived accomplishment increases PWOM (Bellezza & Keinan, 2014). Therefore:

H4a: When consumers lose a promotional game, the effect of admiration on PWOM is mediated by authentic pride.

2.7.2. Rivalry and hubristic pride

Consumers higher in narcissism are also chronically vigilant about any negative self-representation. Irrational beliefs about luck, such as those held by narcissistic consumers, are stable and internal (Darke & Freedman, 1997). Therefore, particularly for consumers higher in rivalry, the elicitation of a less lucky self-representation threatens their superior sense of self. This requires self-protective responses (Back et al., 2013) to maintain their hubristic pride and ward off shame (Tracy et al., 2011). Therefore, when consumers higher (than lower) in narcissistic rivalry lose a promotional game, they will derogate the prize due to hubristic pride. Therefore:

H4b: When consumers lose a promotional game, the effect of rivalry on NWOM is mediated by hubristic pride.

2.8. Transparency and openness

We describe our sampling plan, all manipulations, and all measures in each study. Data collection procedures were approved by the first author’s Institutional Review Board. As an attention check at the end of all studies, we asked, “What was the survey/scenario about? (a swimming pool/a restaurant/a bowling alley/something else).” In all studies, we excluded from analyses participants who failed the attention check or wrote nonsense in any open-ended response question, and report all exclusions (if any). We provide stimulus materials and report descriptive statistics and ancillary analyses in *Supplementary Materials*. Data and code are available at OSF (https://osf.io/ezd2t/?view_only=b2749b73bd8e4a2db329a71f4d1b3b05).

3. Study 1: Consumers higher (vs. Lower) in narcissism believe they are luckier than others

Our fundamental premise that admiration and rivalry are linked differentially to WOM when consumers lose a promotional game depends on the notion that being innately lucky is core to the self-views of both high admiration and high rivalry consumers. Therefore, we begin

by testing whether higher (than lower) narcissists are more likely to believe they are lucky (H1a and H1b). Given the divergent relationships between admiration/rivalry and self-esteem (Back et al., 2013), we measured self-esteem to test for replicability. We preregistered Study 1 (https://osf.io/zdfyw?view_only=09d0fd4716e144d28a5e3788521e0d94).

3.1. Participants, design, procedure and measures

To determine the sample size for detecting true correlations between narcissistic admiration and rivalry and belief in good luck, we conducted an a priori power analysis using SPSS 27 (linear regression analysis with three predictor variables). We aimed for 80% power and $\alpha = 0.05$ in all studies. For effect size estimate in this and all studies, we used the previously reported association between narcissism and belief in good luck ($\beta = 0.31$; Zhao et al., 2016). This analysis yielded an $N = 107$. Allowing for sample attrition, we conservatively recruited 200 U.S. MTurk workers ($M_{age} = 41.52$, $SD_{age} = 13.02$; 105 women, 95 men) for payment (\$1.00).

We assessed narcissistic admiration and rivalry, luck beliefs, and self-esteem in that order.

3.1.1. Narcissism

We measured narcissistic admiration ($\alpha = 0.91$) and rivalry ($\alpha = 0.89$) with two 9-item scales from the Narcissistic Admiration and Rivalry Questionnaire (NARQ; 1 = *disagree strongly*, 6 = *agree strongly*; Back et al., 2013). Sample statements for admiration are: “Being a very special person gives me a lot of strength” and “I manage to be the center of attention with my outstanding contributions.” Sample statements for rivalry are: “Most people are somehow losers” and “I secretly take pleasure in the failure of my rivals.”

3.1.2. Luck beliefs

We measured belief that an individual considers themselves innately lucky with the 12-item Darke and Freedman (1997) Belief in Good Luck scale (1 = *disagree strongly*, 6 = *agree strongly*; $\alpha = 0.88$). Sample statements include “I consider myself to be a lucky person” and “I consistently have good luck.”

3.1.3. Self-esteem

We measured self-esteem with the 10-item (Rosenberg, 1965) self-esteem scale (1 = *disagree strongly*, 4 = *agree strongly*; $\alpha = 0.94$). A sample statement is “On the whole, I am satisfied with myself.”

3.2. Results

We report results in Table 1. Replicating prior research (Back et al., 2013), narcissistic admiration and rivalry were positively correlated, whereas self-esteem was positively correlated with admiration and negatively with rivalry. Most importantly, supporting our conceptualization of the self-relevance of luck beliefs to consumers higher (than lower) in narcissistic admiration and rivalry, belief in good luck was

Table 1
Correlations in Study 1.

	Belief in Good Luck	Admiration	Rivalry
Admiration	0.44*** (CI _{95%} : [0.50, 0.68])	–	
Rivalry	0.21** (CI _{95%} : [0.30, 0.53])	0.15* (CI _{95%} : [0.36, 0.57])	–
Self-Esteem	0.00 (CI _{95%} : [–0.07, 0.21])	0.40*** (CI _{95%} : [0.13, 0.39])	–0.31*** (CI _{95%} : [–0.45, –0.20])

* $p < .05$; ** $p < .01$; *** $p < .001$.

positively correlated with both admiration and rivalry. Self-esteem and belief in good luck were uncorrelated. Finally, we regressed belief in good luck on both admiration and rivalry. As hypothesized, we obtained positive associations of both admiration and rivalry with belief in good luck (Table 2).

3.3. Discussion

In contrast to self-esteem and general agentic self-evaluations, which are associated positively with admiration but negatively with rivalry (Back et al., 2013), we found that belief in good luck is positively associated with both admiration and rivalry. Consumers higher (than lower) in admiration and rivalry perceive themselves as luckier (H1a and H1b), in support of the premise that innate good luck is part of these consumers' self-representation.

4. Study 2: Divergent associations of narcissistic admiration and rivalry with word of mouth for a promotional game

Our conceptualization suggests that, despite the positive relationship between admiration and rivalry, they have divergent associations with WOM where luck is involved. Specifically, we hypothesize that, when losing (but not winning) a promotional game, admiring consumers are more likely to engage in PWOM (H2a), whereas rivalrous consumers are less likely to do so (H2b). We test these hypotheses in Study 2 via a real WOM behavior: posting a review of a retailer on a review website.

4.1. Participants and design

The experimental design involved continuous measures (narcissistic admiration and rivalry) and a between-subjects factor (luck outcome: win vs. lose). We used the power analysis tool in SPSS v27 for multiple linear regression. We specified 5 test predictors in the model (win/lose, rivalry, admiration, win/lose \times rivalry, and win/lose \times admiration), with a population multiple partial correlation of 0.31. This analysis pointed to a sample of 127. We again oversampled, recruiting 311 U.S. MTurk workers for payment (\$1.00; $M_{age} = 46.26$, $SD_{age} = 13.71$; 159 men, 145 women, 1 nonbinary). In this and subsequent studies, we excluded previous study participants from invitation.

4.2. Procedure and measures

Participants first completed the NARQ (Back et al., 2013). More than two weeks later, they imagined themselves in a promotional game shopping scenario, in which they either won or lost a lottery at a retail store. We created an ostensibly real retail store, HomeHorizons, as well as a retail review site (Supplementary Materials). Participants imagined visiting the store to take part in a lottery for a free expensive pair of headphones. After the manager announced the winning ticket, participants read either that they had won the headphones or that someone else had won them.

We created two behavioral measures of WOM. First, we designed a review website, RetailReviews.com. Participants read: "The retail store you visited, HomeHorizons, has sent you a request to post a review of your recent shopping experience on RetailReviews.com. On the following page, please post an anonymous star rating and review of

HomeHorizons." Participants then saw the RetailReviews webpage, which included the logo and the text, "RetailReviews.com is a completely independent website dedicated to helping consumers share the pros and cons of their shopping experiences." The page included a place to rate the website ("1 Star = lowest rating, 5 Stars = highest rating") and post a comment.

As an additional behavioral indicator of WOM, we adapted an incentive-compatible measure used in prior research (Rifkin et al., 2020; Sussman et al., 2015). Third-party review sites, such as Reddit, often permit users to purchase votes to promote a post they like—either their own or someone else's (Rifkin et al., 2020). Therefore, we informed participants, "When this study is complete, three MTurk participants will be selected at random to receive a \$1.00 MTurk bonus. RetailReviews.com allows individuals to promote posts so that more people will see them. If your name is selected, you may use up to 10 cents of your bonus money to buy votes to promote your post on RetailReviews.com. The more votes a post has, the more people will see it." They then read, "If you are selected to receive the \$1.00 bonus, please indicate how many votes (each vote costs one penny), if any, you are willing to pay to promote your post. You can buy anywhere from 0 to 10 votes."

4.3. Results

Following the inclusion criteria established a priori, we removed six participants (4 lose, 2 win), leaving 305 for analysis (149 lose, 156 win). Bootstrapping analysis is preferred over more traditional tests for indirect effects and conditional process analyses (e.g., the Sobel test), because it makes fewer unrealistic assumptions about the shape of the sampling distribution of the effects and is more powerful (Hayes, 2018). Therefore, to examine whether the effects of admiration and rivalry on the star rating diverged when participants lost (=0), but not when they won (=1), the lottery (H2a, H2b), we conducted a bootstrapping analysis (Hayes, 2018, PROCESS v.3.5 Model 2, 10,000 bootstrap samples). Winning/losing served as the independent variable, the star rating as the dependent variable, and admiration and rivalry as simultaneous moderators. Results revealed that retailer's star rating was positively predicted by the lottery outcome (winning vs. losing) and admiration, and negatively predicted by rivalry. Importantly, both interactions between admiration and rivalry and lottery outcome were significant, but in opposite directions (Table 3; Fig. 2).

The number of votes participants purchased to promote their own post on the RetailReviews.com website is a count variable. Therefore, we conducted a Poisson regression analysis. Once again, results revealed that the number of votes was positively predicted by the lottery outcome and admiration, whereas it was negatively predicted by rivalry. Importantly, the interaction between admiration and the lottery outcome was also significant (Fig. 3). The interaction with rivalry was not.

To probe the interactions, we examined the win/lose outcome conditions individually. Supporting H2a and H2b, when participants lost, we obtained a significant positive effect of admiration and a significant negative effect of rivalry on the star rating. However, in the win condition, the effects of both admiration and rivalry were not significant (Table 4, Fig. 2). We found similar divergence on the number of votes participants purchased. In the lose condition, the effect of admiration was significantly positive, whereas the effect of rivalry was significantly negative. In the win condition, the effects remained significant but declined in magnitude (Table 4, Fig. 3).

Finally, we coded the posted comments for WOM sentiment (positive or negative valence), using Lexica text analysis software (NRC lexicon: Berger et al., 2020; Kiritchenko et al., 2014). Results of bootstrapping analysis again revealed significant positive effects of the lottery outcome and admiration, and a trending negative effect of rivalry on sentiment. The interaction between outcome and admiration was trending, whereas the interaction with rivalry was not significant. We proceeded by examining the win/lose outcome conditions individually. In the lose

Table 2
Regression Analysis Results in Study 1.

IV	B	SE	β	t	Sig.	CI _{95%}
Admiration	0.35	0.05	0.42	6.51	< 0.001	[0.25, 0.46]
Rivalry	0.13	0.06	0.14	2.20	0.029	[0.01, 0.25]
Constant	1.43	0.21		6.77	< 0.001	[1.01, 1.84]
Model Summary						$F(2, 197) = 26.43; p < .001; R^2 = 0.21$

DV: Belief in Good Luck.

Table 3
Bootstrapping Analysis Results in Study 2.

DV	IV	B	SE	t	Sig.	CI _{95%}	Model Summary
Star Rating (1–5 stars)	Lottery Outcome (Lose = 0; Win = 1)	0.91	0.30	3.06	0.002	[0.33, 1.50]	$F(5, 299) = 21.54$; $p < .001$; Adj. $R^2 = 0.27$
	Admiration	0.21	0.06	3.37	< 0.001	[0.09, 0.33]	
	Admiration × Outcome	-0.19	0.08	-2.28	0.023	[-0.34, -0.03]	
	Rivalry	-0.27	0.07	-3.83	<0.001	[-0.41, -0.13]	
	Rivalry × Outcome	0.21	0.10	2.03	0.044	[0.01, 0.41]	
	Constant	3.69	0.22	17.01	<0.001	[3.26, 4.11]	
Sentiment of Posted Comments	Lottery Outcome (Lose = 0; Win = 1)	0.21	0.06	3.29	0.001	[0.08, 0.33]	$F(5, 299) = 8.29$; $p < .001$; Adj. $R^2 = 0.12$
	Admiration	0.03	0.01	2.63	0.009	[0.01, 0.06]	
	Admiration × Outcome	-0.03	0.02	-1.89	0.060	[-0.07, 0.001]	
	Rivalry	-0.03	0.02	-1.82	0.070	[-0.06, 0.002]	
	Rivalry × Outcome	-0.01	0.02	-0.36	0.716	[-0.05, 0.04]	
	Constant	-0.06	0.05	-1.18	0.238	[-0.15, 0.04]	

Poisson Regression Analysis Results in Study 2

DV	IV	B	SE	Wald χ^2	Sig.	CI _{95%}	Likelihood Ratio
Number of Votes Purchased	Lottery Outcome (Lose = 0; Win = 1)	0.73	0.32	5.27	0.022	[0.11, 1.36]	$\chi^2(5) = 69.87$; $p < .001$
	Admiration	0.39	0.07	34.68	< 0.001	[0.26, 0.52]	
	Admiration x Outcome	-0.20	0.08	6.16	0.013	[-0.36, -0.04]	
	Rivalry	-0.27	0.8	10.98	< 0.001	[-0.42, -0.11]	
	Rivalry x Outcome	0.12	0.11	1.24	0.265	[-0.09, 0.33]	
	Constant	-0.32	0.25	1.61	0.205	[-0.81, 0.17]	

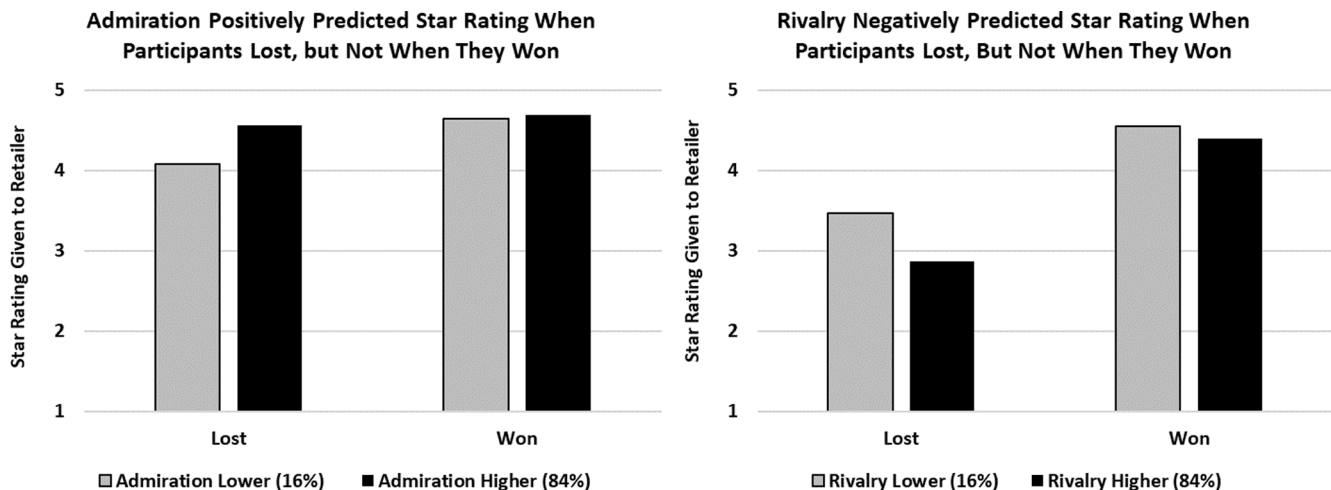


Fig. 2. The Association Between Admiration/Rivalry and the Public Rating of the Retailer Depended on Whether Participants Won or Lost in Study 2.

condition, regression analysis with sentiment as the dependent variable revealed that admiration positively predicted sentiment, whereas rivalry negatively predicted it. However, in the win condition, the effects of admiration and rivalry were not significant (Table 4, Fig. 3).

4.4. Discussion

In the case of chance-based promotional games, narcissistic admiration and rivalry are linked to WOM in opposing ways. Whereas most consumers generate PWOM when they win a promotional game, the picture becomes more complex when consumers lose. Supporting H2a and H2b, when participants lost the lottery, admiration increased the retailer’s star rating, the valence of participants’ posted comments, and the number of votes they purchased to promote their comment, whereas rivalry decreased them. However, when participants won, these effects were reduced or eliminated. These results are consistent with our conceptualization that losing a promotional game can simultaneously present self-enhancement opportunities to consumers higher in admiration and the potential for self-threat to those higher in rivalry.

5. Study 3: The association of narcissistic admiration with word of mouth depends on effort

According to H3, when consumers lose a promotional game, admiration is positively linked to PWOM about the game when consumers have discovered it serendipitously (i.e., without exerting effort); however, when consumers have exerted effort to participate in the game, the link of admiration to PWOM is attenuated. We test this hypothesis in Study 3 by manipulating the amount of effort consumers put into taking part in a promotional game that they end up losing.

5.1. Participants, design, procedure and measures

We used a single factor (effort: low vs. high) design with narcissistic admiration and rivalry as continuous measured factors. We recruited 300 U.S. MTurk participants for payment (\$1.00; see power analysis in Study 2). We did not collect individual demographic data due to an administrative error; therefore, sample demographics are only available in aggregate (156 men, 144 women; $M_{age} = 45.60$).

Participants imagined themselves in one of two scenarios designed to manipulate the amount of effort they put into taking part in a lottery for a free expensive new backpack (Supplementary Materials). Half of them

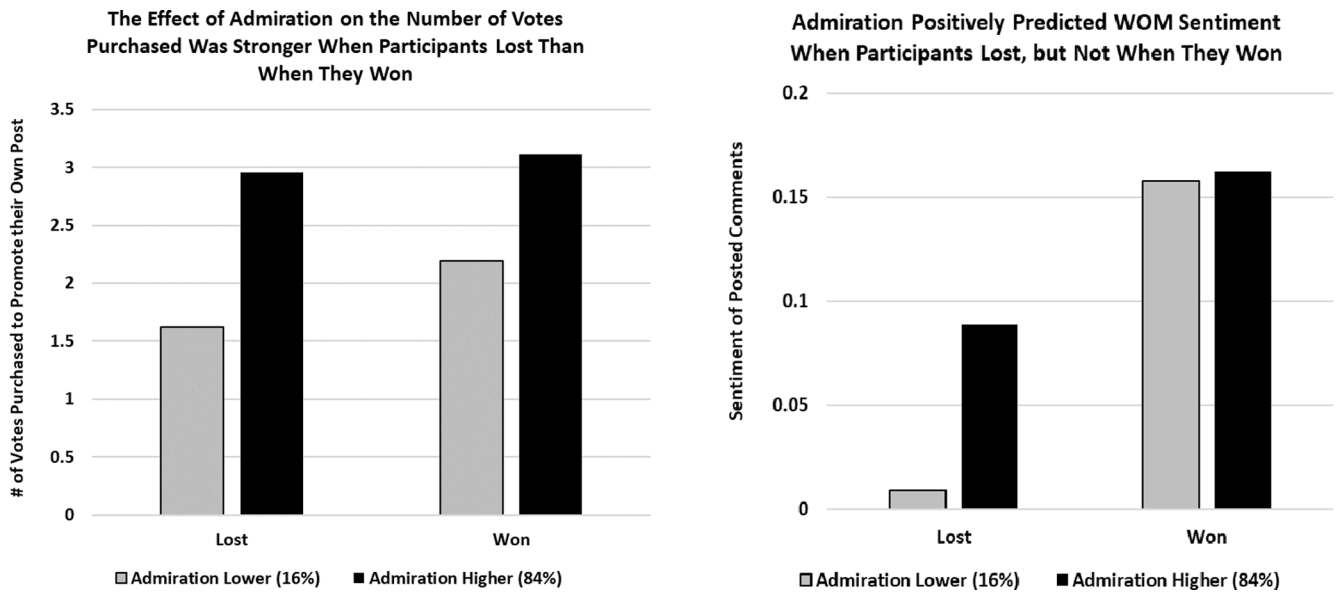


Fig. 3. The Associations Between Admiration and the Number of Votes Purchased and WOM Sentiment Depended on Whether Participants Won or Lost in Study 2.

Table 4
Regression Analysis Results by Outcome Condition in Study 2.

DV	IV	B	SE	t	Sig.	CI _{95%}	Model Summary
Win Condition							
Star Rating (1–5 stars)	Admiration	0.02	0.04	0.48	0.630	[−0.07, 0.11]	$F(2, 153) = 0.64$; $p = .529$; Adj. $R^2 = 0.01$
	Rivalry	−0.07	0.06	−1.10	0.272	[−0.19, −0.05]	
	Constant	4.60	0.17	27.10	<0.001	[4.27, 4.94]	
Sentiment of Posted Comments	Admiration	0.00	0.01	0.13	0.895	[−0.02, 0.03]	$F(2, 153) = 2.11$; $p = .125$; Adj. $R^2 = 0.01$
	Rivalry	−0.04	0.02	−2.03	0.044	[−0.07, −0.001]	
	Constant	0.15	0.05	3.12	0.002	[0.06, 0.25]	
Lose Condition							
Star Rating (1–5 stars)	Admiration	0.21	0.07	2.92	0.004	[0.07, 0.35]	$F(2, 146) = 7.74$; $p = .001$; Adj. $R^2 = 0.08$
	Rivalry	−0.27	0.08	−3.32	0.001	[−0.44, −0.11]	
	Constant	3.69	0.25	14.74	<0.001	[3.19, 4.18]	
Sentiment of Posted Comments	Admiration	0.03	0.01	3.12	0.002	[0.01, 0.06]	$F(2, 146) = 5.82$; $p = .004$; Adj. $R^2 = 0.06$
	Rivalry	−0.03	0.01	−2.16	0.032	[−0.05, −0.002]	
	Constant	−0.06	0.04	−1.41	0.162	[−0.13, 0.02]	
Poisson Regression Analysis Results by Outcome Condition in Study 2							
DV	IV	B	SE	Wald χ^2	Sig.	CI _{95%}	Likelihood Ratio
Win Condition							
Number of Votes Purchased	Admiration	0.19	0.05	15.01	< 0.001	[0.09, 0.28]	$\chi^2(2) = 16.96$; $p < .001$
	Rivalry	−0.15	0.07	4.66	0.031	[−0.28, −0.01]	
	Constant	0.41	0.20	4.41	0.036	[0.03, 0.80]	
Lose Condition							
Number of Votes Purchased	Admiration	0.39	0.07	34.68	< 0.001	[0.26, 0.52]	$\chi^2(2) = 37.93$; $p < .001$
	Rivalry	−0.27	0.08	10.98	< 0.001	[−0.42, −0.11]	
	Constant	−0.32	0.25	1.61	0.205	[−0.81, 0.17]	

read that they visited a local retail store at the spur of the moment. As they walked in, they discovered that the store was holding a lottery about which they knew nothing in advance (low effort). The remaining half of participants read that they had put a great deal of effort into preparing to visit the store specifically in order to be able to participate in the lottery (high effort). In both conditions, participants then read that the winning ticket number was one number after theirs, and they had just missed winning the backpack.

We measured PWOM with three items (Alexandrov et al., 2013), preceded by the stem, “I would ...”: “say positive things about this backpack,” “recommend this backpack to others,” and “recommend this backpack to someone else who seeks my advice” (1 = strongly disagree, 7 = strongly agree; $\alpha = 0.93$). We also asked an open-

ended question, “Imagine that when you get home, a family member asks you how your day went. What would you say to them?”. As a manipulation check, we asked “How much effort did you put into participating in the backpack drawing?” (1 = no effort at all, 7 = a lot of effort). We then assessed narcissistic admiration and rivalry (NARQ; Back et al., 2013).

5.2. Results

We removed five participants for missing the effort attention check, leaving 295 for analysis. Results of an Analysis of Variance revealed that participants in the high effort condition ($M = 6.50$, $SD = 0.83$) perceived that they exerted significantly more effort to take part in the lottery than

those in the low effort condition ($M = 1.82, SD = 1.46, F(1, 293) = 1155.53, p < .001, \eta^2 = 0.80$). The effort manipulation was successful.

We conducted a bootstrapping analysis with effort as the independent variable (0 = high, 1 = low), PWOM as the dependent variable, and narcissistic admiration and rivalry as simultaneous moderators (Hayes 2018, PROCESS v.3.5 Model 2; 10,000 bootstrap samples; Table 5). Replicating Study 2 results and supporting H2b, rivalry was negatively linked to PWOM. Also, supporting H3, we found a significant interaction between admiration and effort. Probing the interaction at $\pm 1SD$ from the mean revealed that the effect of effort on PWOM was significant at low ($B = -0.79, SE = 0.21, t = -3.69, p < .001$), but not high ($B = -0.03, SE = 0.21, t = -0.13, p > .89$) levels of admiration. Further, examining the low and high effort conditions individually (Table 6), regression analyses—controlling for rivalry—confirmed that, when effort was low (i.e., the discovery of the promotional game was serendipitous), admiration was significantly and positively associated with PWOM. However, when effort was high, the association between admiration and PWOM was not significant (Fig. 4).

We coded the open-ended comments to friends and family for sentiment as in Study 2. Again, we found a significant interaction between admiration and effort. When effort was low, admiration was positively associated with sentiment. However, when effort was high, the association was not significant. Finally, we obtained a significant interaction between effort and rivalry in the opposite direction. When effort was low, rivalry was negatively associated with sentiment, whereas, when effort was high, the association was not significant (Fig. 5).

5.3. Discussion

We replicated Study 2 results by showing that rivalry is linked to decreased PWOM about the target of the promotional game (i.e., the backpack) when consumers lose. Further, supporting H3, the effect of admiration on PWOM depended on the amount of effort consumers exerted to take part in the game. When participants exerted a lot of effort, such as by planning in advance and rearranging their schedule, and they still lost, those both low and high in admiration did not differ in stating that they would generate PWOM. However, when participants discovered the game by accident and lost, participants lower (than higher) in admiration indicated that they would generate less PWOM about the backpack. This finding is consistent with our theorizing that for admiring consumers, simply being offered an opportunity to participate in a promotional game is sufficient to generate PWOM.

We did not hypothesize the interaction we found with rivalry on sentiment. However, rivalry is negatively associated with self-esteem (Back et al., 2013). Therefore, when participants invested effort in winning the lottery and yet still lost, they might have found it shameful or embarrassing, making it less likely they would tell others that they lost. On the other hand, if rivalrous consumers exerted no effort to win, there would be no shame associated with losing the lottery. Therefore, the response of these consumers, who perceive others are “losers”

anyway, would likely be to derogate the backpack (and probably the other consumer as well). We return to this notion in the General Discussion.

6. Study 4: The divergent associations of admiration and rivalry with word of mouth are mediated by authentic and hubristic pride

We showed that the diverging associations of narcissistic admiration and rivalry with WOM are most evident when consumers lose (vs. win) a promotional game (Study 2) and when they invest little (vs. a lot of) effort in participating (Study 3). In Study 4, we tested our proposed processes, authentic and hubristic pride (H4a and H4b). Further, losing a promotional game is likely to diminish positive affect and increase negative affect, and it is possible that such affective responses might differ among consumers higher (than lower) in admiration or rivalry, implicating WOM (Berger, 2014). Therefore, we measured positive affect and negative affect as alternate accounts of our findings.

6.1. Participants, design, procedure and measures

We used an admiration (continuous) and rivalry (continuous) design. We conducted a power analysis as in Study 1 with two predictor variables, indicating that $N = 94$ was needed. The effect size used in the power analysis ($\beta = 0.31$) was similar to or smaller than effect sizes found in prior pride and narcissism research (Rogoza et al. 2018); therefore, the sample size was conservative. We recruited 104 U.S. MTurk workers for payment (\$1.00; $M_{age} = 45.36, SD_{age} = 13.15; 53$ men, 49 women).

First, we assessed narcissistic admiration and rivalry (NARQ; Back et al., 2013). Over two weeks later, the same participants imagined themselves in a shopping scenario in which they lost a promotional game for a free expensive pair of headphones, but exerted little effort to take part in it (similar to the low effort condition of Study 3; Supplementary Materials). We then measured authentic and hubristic pride with seven items each (McFerran et al., 2014; Tracy & Robins, 2007) preceded by the stem, “Thinking about what happened with the headphones, I feel...” (1 = not at all, 7 = extremely). Sample items for authentic pride are “accomplished,” “achieving” and “confident” ($\alpha = 0.96$); sample items for hubristic pride are “arrogant,” “smug” and “snobbish” ($\alpha = 0.97$). We measured PWOM about the headphones ($\alpha = 0.92$) and the retailer ($\alpha = 0.97$) using the same items from Study 3 with the stem, “When speaking with a stranger, I would....” We also asked, “How likely would you be to say positive things about the headphones to a close friend (1 = extremely unlikely, 7 = extremely likely). We measured NWOM with three items preceded by the stem, “When speaking with a stranger, I would ...”. The items were: “likely say negative things about these headphones,” “not recommend these headphones,” and “advise them against shopping for these headphones” (1 = strongly disagree, 7 = strongly agree; $\alpha = 0.89$). Lastly, we measured positive affect and negative affect with six items presented in alphabetical order, in response to

Table 5
Bootstrapping Analysis Results in Study 3.

DV	IV	B	SE	t	Sig.	CI _{95%}	Model Summary
Positive Word of Mouth	Effort (High = 0; Low = 1)	-1.61	0.53	-3.06	0.002	[-2.65, -0.58]	$F(5, 289) = 4.45;$ $p < .001; \text{Adj. } R^2 = 0.08$
	Admiration	-0.04	0.10	-0.43	0.670	[-0.24, 0.15]	
	Admiration × Effort	0.36	0.14	2.56	0.012	[0.08, 0.63]	
	Rivalry	-0.23	0.10	-2.16	0.031	[-0.43, -0.02]	
	Rivalry × Effort	0.04	0.17	0.27	0.792	[-0.28, 0.37]	
	Constant	5.12	0.37	14.02	<0.001	[4.40, 5.84]	
Sentiment of Comments to Friends and Family	Effort (High = 0; Low = 1)	-0.03	0.07	-0.37	0.716	[-0.17, 0.11]	$F(5, 289) = 5.62;$ $p < .001; \text{Adj. } R^2 = 0.09$
	Admiration	-0.00	0.01	-0.27	0.785	[-0.03, 0.02]	
	Admiration × Effort	0.06	0.02	3.16	0.002	[0.02, 0.10]	
	Rivalry	0.01	0.01	0.49	0.628	[-0.02, 0.04]	
	Rivalry × Effort	-0.06	0.02	-2.46	0.014	[-0.10, -0.01]	
	Constant	-0.10	0.05	-1.93	0.060	[-0.19, 0.002]	

Table 6
Regression Analysis Results by Outcome Condition in Study 3.

DV	IV	B	SE	t	Sig.	CI _{95%}	Model Summary
<i>High Effort Condition</i>							
Positive Word of Mouth	Admiration	-0.04	0.10	-0.41	0.686	[-0.25, 0.16]	$F(2, 146) = 2.32$; $p = .101$; Adj. $R^2 = 0.02$
	Rivalry	-0.23	0.11	-2.06	0.040	[-0.44, -0.01]	
	Constant	5.12	0.38	13.33	<0.001	[4.36, 5.88]	
Sentiment of Comments	Admiration	0.00	0.00	-0.26	0.798	[-0.03, 0.02]	$F(2, 146) = 0.12$; $p = .883$; Adj. $R^2 = -0.01$
	Rivalry	0.01	0.02	0.46	0.650	[-0.02, 0.04]	
	Constant	-0.10	0.05	-1.81	0.070	[-0.20, 0.01]	
<i>Low Effort Condition</i>							
Positive Word of Mouth	Admiration	0.31	0.09	3.40	0.001	[0.13, 0.50]	$F(2, 143) = 6.11$; $p = .003$; Adj. $R^2 = 0.07$
	Rivalry	-0.18	0.12	-1.48	0.142	[0.13, 0.50]	
	Constant	3.51	0.36	9.82	<0.001	[2.80, 4.22]	
Sentiment of Comments	Admiration	0.06	0.01	4.54	<0.001	[0.03, 0.08]	$F(2, 143) = 12.51$; $p < .001$; Adj. $R^2 = 0.14$
	Rivalry	-0.05	0.02	-2.98	0.003	[-0.08, -0.02]	
	Constant	-0.12	0.05	-2.55	0.012	[-0.22, -0.03]	

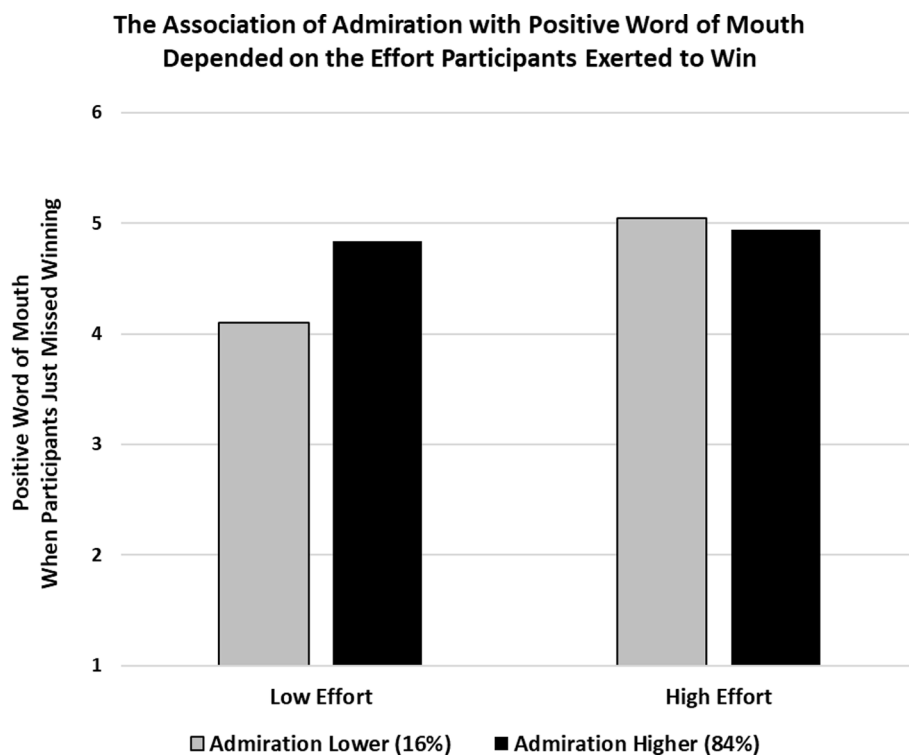


Fig. 4. The Moderating Role of Effort: Positive Word of Mouth in Study 3.

the stem, “Please indicate how much you are feeling these emotions” (1 = *not at all*, 7 = *a lot*): “angry,” “delighted,” “enthusiastic,” “happy,” “irritated,” and “unpleasantly surprised.”

6.2. Results

6.2.1. Effects of admiration and rivalry on word of mouth

Two participants missed the attention check, leaving 102 for analysis. We conducted a regression analysis with narcissistic admiration and rivalry as independent variables, and PWOM about the headphones to a close friend as the dependent variable. Replicating our prior results, consumers higher (than lower) in admiration were more likely to generate PWOM about the headphones, whereas consumers higher (than lower) in rivalry were less likely to do so (Table 7). We repeated this analysis with each of the WOM dependent measures also obtaining divergent results. In each case, the association of PWOM with admiration was positive, whereas its association with rivalry was negative or not significant. Similarly, a regression analysis revealed that NWOM was

positively predicted by rivalry, but not by admiration.

6.2.2. Mediation analyses

We hypothesized that the effect of admiration on PWOM would be mediated by authentic pride (H4a), whereas the effect of rivalry on NWOM would be mediated by hubristic pride (H4b). To test for mediation, we carried out bootstrapping analyses (Hayes, 2018; Model 4, 10,000 bootstrap samples) with admiration as the independent variable, PWOM to a close friend as the dependent variable, and authentic and hubristic pride as parallel mediators, including rivalry as a covariate. As hypothesized, results revealed a significant indirect effect of admiration on PWOM through authentic pride, but not hubristic pride (Table 8 and Fig. 6). We repeated the analysis with each measure of PWOM, confirming that the effect of authentic pride on PWOM is mediated by authentic, but not hubristic, pride in each case (Supplementary Materials, Table S2). We found no significant indirect effects of admiration on NWOM through either authentic pride or hubristic pride (i.e., both CI_{95%} passed through zero).

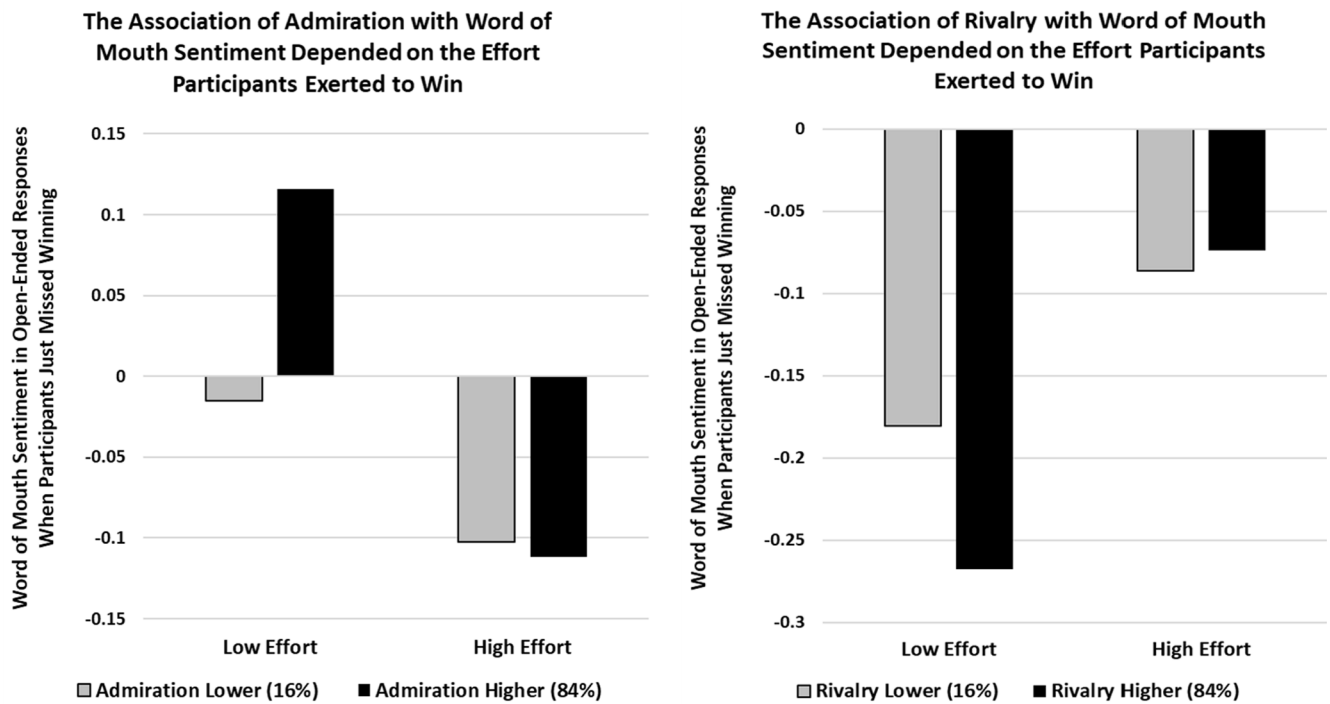


Fig. 5. The Moderating Role of Effort: WOM Sentiment in Study 3.

Table 7
Regression Analysis Results in Study 4.

DV	IV	B	SE	t	Sig.	CI _{95%}	Model Summary
PWOM to Close Friend	Admiration	0.61	0.15	3.98	<0.001	[0.31, 0.92]	$F(2, 99) = 8.72; p < .001; \text{adj. } R^2 = 0.13$
	Rivalry	-0.50	0.18	-2.80	0.006	[-0.85, -0.15]	
PWOM	Admiration	0.49	0.14	3.58	0.001	[0.22, 0.77]	$F(2, 99) = 6.50; p = .002; \text{adj. } R^2 = 0.10$
	Rivalry	-0.30	0.16	-1.87	0.064	[-0.61, 0.02]	
PWOM about retailer	Admiration	0.35	0.13	2.60	0.011	[0.08, 0.62]	$F(2, 99) = 4.31; p = .016; R^2 = 0.06$
	Rivalry	-0.36	0.16	-2.31	0.023	[-0.67, -0.05]	
NWOM	Admiration	0.05	0.11	0.40	0.690	[-0.18, 0.27]	$F(2, 99) = 3.19; p = .045; R^2 = 0.04$
	Rivalry	0.27	0.13	2.11	0.038	[0.02, 0.53]	

We conducted the same series of analyses, replacing admiration with rivalry as the independent variable, and including admiration as the covariate. As hypothesized, results revealed a significant indirect effect of rivalry on NWOM through hubristic pride, but not authentic pride (Table 8). The indirect effects of rivalry on PWOM through hubristic pride and authentic pride were not significant.

6.2.3. Alternate accounts

To test positive affect and negative affect as alternate accounts of our findings, we reran each mediation analysis with four simultaneous parallel mediators: authentic pride, hubristic pride, positive affect, and negative affect. The significance of the indirect effects of admiration on all PWOM measures through authentic (but not hubristic) pride remained significant (Supplementary Materials, Table S3). Likewise, the effect of rivalry on NWOM through hubristic (but not authentic) pride remained significant. These results suggest it is unlikely that the differential associations of admiration and rivalry with PWOM and NWOM were due to positive affect and negative affect; instead, the results are more consistent with an authentic pride and hubristic pride account.

6.3. Discussion

Participants imagined losing a lottery that they had exerted no effort to win. Replicating the Study 3 results, we found that participants higher

(than lower) in admiration were more likely to generate PWOM, even though they lost. They were more likely to generate PWOM to both strangers and friends, and about both the product and the retailer hosting the promotional game. However, the effects for rivalry were reversed. Consumers higher (than lower) in rivalry were less likely to generate PWOM, and more likely to generate NWOM.

We hypothesized and found that authentic pride explains the effect of admiration on PWOM, whereas hubristic pride explains the effect of rivalry on NWOM (H4a and H4b). We also ruled out positive affect and negative affect as alternate accounts.

7. General discussion

Across four studies, we found that narcissistic admiration and rivalry differentially predict WOM in a chance-related context, promotional games. Demonstrating the self-relevance of luck to high narcissism consumers, thereby explaining their self-enhancement and self-protection motivations in chance contexts, we showed that both admiration and rivalry are positively related to belief in consumers' own good luck (Study 1; H1a and H1b). We illustrated that the associations between admiration and rivalry on WOM about a retailer (i.e., leaving a review on a website) diverge when consumers lose a promotional game, but not when they win (Study 2; H2a and H2b). These results are evident from the star rating participants gave to the retailer, the sentiment of the

Table 8
Mediation Analyses Results in Study 4.

X (Antecedent)	M1 (Authentic Pride)					M2 (Hubristic Pride)				
	Coeff.	SE	t	p	CI _{95%}	Coeff.	SE	t	p	CI _{95%}
Admiration	0.38	0.14	2.70	0.008	[0.10, 0.67]	0.10	0.09	1.17	0.245	[-0.07, 0.27]
Rivalry	-0.25	0.16	-1.54	0.127	[-0.58, 0.07]	0.27	0.10	2.74	0.007	[0.07, 0.47]
Authentic Pride	-	-	-	-	-	-	-	-	-	-
Hubristic Pride	-	-	-	-	-	-	-	-	-	-
Constant	1.66	0.45	3.71	<0.001	[0.77, 2.55]	0.53	0.27	1.96	0.053	[-0.01, 1.06]
Model Summary	F(2,99) = 3.74, p = .027 R ² = 0.07					F(2, 99) = 6.94; p = .002 R ² = 0.12				
	Y (PWOM to Friend)					Y (NWOM)				
X (Antecedent)	Coeff.	SE	t	p	CI _{95%}	Coeff.	SE	t	p	CI _{95%}
Admiration	0.46	0.15	3.06	0.003	[0.16, 0.75]	-0.04	0.09	-0.5	0.651	[-0.22, 0.14]
Rivalry	-0.34	0.18	-1.87	0.065	[-0.69, 0.02]	0.06	0.11	0.52	0.606	[-0.16, 0.28]
Authentic Pride	0.45	0.12	3.96	<0.001	[0.23, 0.68]	0.01	0.07	0.20	0.843	[-0.13, 0.15]
Hubristic Pride	-0.17	0.19	-0.91	0.364	[-0.56, 0.21]	0.81	0.12	6.91	<0.001	[0.58, 1.05]
Constant	1.91	0.48	3.96	<0.001	[0.95, 2.87]	0.71	0.30	2.38	0.019	[0.12, 1.30]
Model Summary	F(4, 97) = 9.20; p < .001 R ² = 0.28					F(4, 97) = 18.22; p < .001 R ² = 0.43				
Indirect Effects of:	Admiration on PWOM to Friend					Admiration on NWOM				
Mediator:	Effect	SE	CI _{95%}			Effect	SE	CI _{95%}		
Authentic Pride	0.17	0.07	[0.05, 0.34]			0.01	0.03	[-0.06, 0.07]		
Hubristic Pride	-0.02	0.03	[-0.10, 0.02]			0.08	0.08	[-0.06, 0.26]		
	Rivalry on PWOM to Friend					Rivalry on NWOM				
Mediator:	Effect	SE	CI _{95%}			Effect	SE	CI _{95%}		
Authentic Pride	-0.15	0.09	[-0.32, 0.05]			0.00	0.02	[-0.04, 0.05]		
Hubristic Pride	-0.05	0.06	[-0.20, 0.05]			0.22	0.1	[0.03, 0.43]		

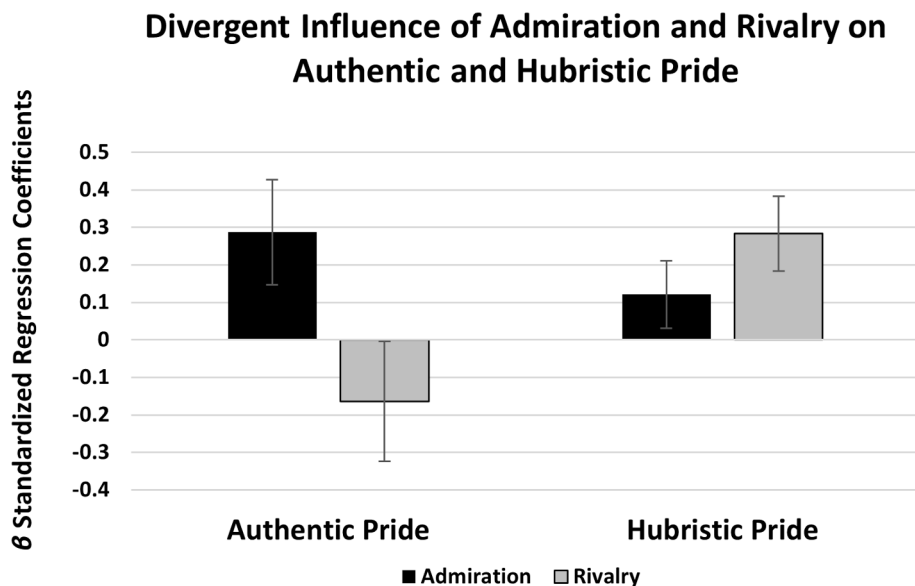


Fig. 6. Admiration and Rivalry Differentially Predicted Authentic and Hubristic Pride in Study 4. Note: Error bars indicate +/- 1 standard error.

coded open-ended comments they posted, and the amount they paid to promote their post. We documented that these diverging effects vary depending on the effort consumers exert to participate in a game (Study 3; H3), and are underlain by authentic and hubristic pride (Study 4; H4a and H4b). Lastly, we ruled out positive affect and negative affect as viable alternative accounts of our findings.

This research contributes to the burgeoning literature on narcissism and narcissistic admiration and rivalry (Back et al., 2013, 2018; Helfrich & Dietl, 2019; Manley et al., 2019, 2020; Martin et al., 2019) as well as the literature on luck (Darke & Freedman, 1997) and promotional games (Hock et al., 2020) by illuminating the importance of chance as a novel

context that elicits divergent responses from these two forms of narcissism. Further contributing to the literature on pride (Tracy & Robins, 2007), and the nascent literature integrating admiration and rivalry with authentic and hubristic pride (Rogoza et al., 2018), we are the first to examine the relationships between narcissistic admiration and rivalry on the one hand and situationally-elicited authentic and hubristic pride on the other. We showed that, whereas authentic pride explains the association between admiration and PWOM when consumers lose a promotional game, the link between rivalry and NWOM is explained by hubristic pride. Finally, contributing to the literature on WOM (Berger, 2014), promotional games (Hock et al. 2020), and narcissism and

consumption (Sedikides et al., 2007, 2018), we provide the first evidence of the complex relationships between narcissistic admiration/rivalry and a consumer outcome of high relevance to marketers, WOM. Specifically, we demonstrated that admiration increases PWOM when consumers lose a promotional game, whereas rivalry decreases it.

7.1. Future research directions

7.1.1. Word of mouth

Consumers are more likely to transmit PWOM to strangers and NWOM to friends, because they focus more on an emotional connection than self-enhancement among friends compared to strangers (Chen, 2017). However, consumers high in narcissism are more motivated by self-enhancement than emotional connection even when social relationships are close (Sedikides et al., 2002). It is possible that admiration may predict PWOM to friends, whereas rivalry more to strangers (see Study 4 exploratory measures and analyses in [Supplementary Materials](#)), suggesting that narcissism may be a key moderator of interpersonal distance effects in WOM. Further research is warranted.

Narcissists are highly motivated by social status (Grapsas et al., 2020; Mahadevan et al., 2019) and are more likely than low narcissists to use non-comparative (i.e., conciliatory) self-enhancement strategies when another individual's social status is high (Horton & Sedikides, 2009). Admirative and rivalrous consumers' authentic and hubristic pride and resulting WOM may also depend on the social status of the "winning" customer in a promotional game or of the WOM recipient. It is also possible that admirative consumers are more likely to use altruism as a pretext for telling others about promotional games they encountered serendipitously, further suggesting additional avenues for research.

We used automated text analysis (Berger et al., 2020; Kiritchenko et al., 2014) to examine the sentiment of participants' comments, finding that the hypothesized patterns were reflected not only in participants' self-reported measures, but also in their language in posted comments. Future research should examine other differences in how admirative and rivalrous consumers express themselves when engaging in WOM. For example, admirative consumers may be more prone to using exaggerated or excited language, such as textual paralinguistic that includes multiple exclamation points (Luangrath et al., 2017) or words such as "awesome" or "amazing." On the other hand, the comments of rivalrous consumers may reflect different emotions related to self-threat, such as fear or anger. Evidence of such language in social media may provide personality clues that could strengthen marketers' targeting efforts. Follow-up investigations could track consumers' personalities, along with their purchases and reviews, to examine the language used by consumers higher in admiration and rivalry.

7.1.2. Luck and serendipity

Admirative and rivalrous consumers both believe that they are innately lucky, yet their distinct motivational processes lead to different outcomes in the context of promotional games. Other chance-related contexts should also be studied. For example, people engage in superstitious behavior when they feel they cannot control their environment (Hamerman & Morewedge, 2015; Kramer & Block, 2008), indicating that secondary control processes might play a role (Rothbaum et al., 1982). Consumers higher (than lower) in admiration may be less likely to engage in superstitious behavior, perceiving they are able to rely on their own innate good luck for a positive outcome. These behaviors may be reversed for rivalrous consumers. High narcissists are also subject to a metaperception bias, in which they believe that others regard them as superior on attributes such as intelligence and attractiveness, even when they do not (Carlson et al., 2011). High narcissists may also believe that others assume they are luckier, pointing to potential avenues for research in gambling, investing, and risk-taking.

Serendipity refers to good fortune in the absence of effort, and yet has received limited scholarly attention (Kim et al., 2021). In Study 3,

we found that admiration predicted PWOM when participants lost the promotional game as long as they encountered it purely serendipitously, but not when they exerted effort. It is possible that the divergent associations of admiration and rivalry with WOM extend beyond chance contexts to other serendipitous encounters. For example, when consumers come across a brand new product or a special promotion in a store purely by chance, then those higher (than lower) in admiration may feel more authentic pride and be more likely to generate PWOM about the product.

7.1.3. Pride and shame

The link between narcissism and hubristic pride is established (Tracy et al., 2011). However, researchers have only recently begun to untangle the relationships between admiration/ rivalry and authentic/hubristic pride (Rogoza et al., 2018). Further, whereas pride has generated substantial recent interest among consumer behavior researchers (Bellezza & Keinan, 2014; McFerran et al., 2014), the role of the two facets of pride on WOM, a key consumer outcome, has been less understood (Kirk et al., 2015). Our findings suggest that, whereas authentic pride is positively associated with PWOM, hubristic pride, which higher rivalry consumers can use to defend against a self-threat, may be positively associated with NWOM. Understanding situations in which admirative and rivalrous consumers might feel pride is therefore a promising area of research. For example, managers would want to leverage narcissistic admiration in order to generate PWOM, while avoiding any risk of aggravating the self-threat that might motivate rivalrous consumers to engage in NWOM. Further, retail salespeople might inadvertently augment or diminish these effects. For example, a salesperson might say to a customer, "How lucky you were that you just happened to be here at exactly the right time to participate in the drawing!," thus appealing to admiration and increasing PWOM. On the other hand, if the salesperson says, "Don't worry, most people lose!," then this might be perceived by rivalrous consumers as a threat to their superior, lucky self and result in NWOM.

Shame may also play a role, especially in relation to rivalry. For example, if rivalrous consumers exert effort and yet still lose a promotional game, their failed effort may elicit shame. Self-handicapping is a self-protection mechanism associated with narcissism (Hepper et al., 2010), and rivalrous consumers may also be less likely to exert effort to participate in promotional games to avoid the potential shame of losing.

7.2. Limitations and implications for management

The timing of this research (during the COVID-19 pandemic) precluded laboratory or field experiments. Some of the experimental manipulations, such as scenarios involving effort (Study 3) and a hypothetical prize (Studies 3 and 4), would benefit from future research in field contexts with more ecological validity. Nonetheless, we were able to capture actual behaviors by devising an ostensibly real online retailer and capturing ratings and posted comments on a review site, as well as by using a realistic incentive-compatible WOM measure (Rifkin et al., 2020; Sussman et al., 2015). Whereas our self-report outcomes are quite robust, we consider our behavioral outcomes more tentative, and these would benefit from future research.

Given the essential role that WOM plays in marketing, these findings have noteworthy implications for marketing managers. Narcissism is greater among younger (than older) consumers, so serendipitous events and promotions may engender more WOM among younger customer cohorts. Given the prevalence of electronic WOM among younger consumers (Rifkin et al., 2022), such promotions may be especially critical in online shopping. Companies, such as Airbnb, already use analytics to assess customer risk based on personality traits such as narcissism (Simpson, 2020). Further, when conducting promotions that rely on chance, such as a surprise event or 1-day sale, narcissistic admiration might be primed through marketing communications (e.g., "You impress" vs. "You belong;" de Bellis et al., 2016) to enhance WOM. Our

findings suggest that both the product and the retailer will benefit from the resulting PWOM. Consumers higher in narcissism also prefer customized products (de Bellis et al., 2016), and promotional games might be more effective when paired with opportunities to customize a product or service.

This research offers the first evidence that narcissistic admiration and rivalry diverge in their relationship with a key consumer outcome in promotional games, WOM. We showed that, when consumers lose (but not when they win) a promotional game, such as a lottery, admiration increases PWOM, whereas rivalry reduces it. These associations are strengthened when individuals exerted no effort to win and are explained by authentic and hubristic pride.

Credit authorship contribution statement

Colleen P. Kirk: Writing – review & editing, Writing – original draft, Visualization, Validation, Supervision, Software, Resources, Project administration, Methodology, Investigation, Funding acquisition, Formal analysis, Data curation, Conceptualization. **Joann Peck:** Writing – review & editing, Writing – original draft, Methodology, Conceptualization. **Claire M. Hart:** Writing – review & editing, Writing – original draft, Methodology, Formal analysis, Conceptualization. **Constantine Sedikides:** Writing – review & editing, Writing – original draft, Methodology, Conceptualization.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Acknowledgements

The authors gratefully acknowledge financial support for this project from a New York Institute of Technology Institutional Support for Research and Creativity (ISRC) Grant.

Appendix A. Supplementary material

Supplementary data to this article can be found online at <https://doi.org/10.1016/j.jbusres.2022.06.004>.

References

- Alexandrov, A., Lilly, B., & Babakus, E. (2013). The effects of social- and self-motives on the intentions to share positive and negative word of mouth. *Journal of the Academy of Marketing Science*, 41(5), 531–546. <https://doi.org/10.1007/s11747-012-0323-4>
- Back, M. D. (2018). The narcissistic admiration and rivalry concept. In A. D. Hermann, A. B. Brunell, & J. D. Foster (Eds.), *Handbook of trait narcissism: Key advances, research methods, and controversies* (pp. 57–68). Springer. https://doi.org/10.1007/978-3-319-92171-6_6
- Back, M. D., Küfner, A. C. P., Dufner, M., Gerlach, T. M., Rauthmann, J. F., & Denissen, J. J. A. (2013). Narcissistic admiration and rivalry: Disentangling the bright and dark sides of narcissism. *Journal of Personality and Social Psychology*, 105(6), 1013–1037. <https://doi.org/10.1037/a0034431>
- Bellezza, S., & Keinan, A. (2014). Brand tourists: How non-core users enhance the brand image by eliciting pride. *Journal of Consumer Research*, 41(2), 397–417. <https://doi.org/10.1086/676679>
- Berger, J. (2014). Word of mouth and interpersonal communication: A review and directions for future research. *Journal of Consumer Psychology*, 24(4), 586–607. <https://doi.org/10.1016/j.jcps.2014.05.002>
- Berger, J., Sherman, G., Ungar, L. (2020). TextAnalyzer. Retrieved from <http://textanalyzer.org>.
- Buffardi, L. E., & Campbell, W. K. (2008). Narcissism and social networking web sites. *Personality and Social Psychology Bulletin*, 34(10), 1303–1314. <https://doi.org/10.1177/0146167208320061>
- Bughin, J., Doogan, J., & Vetvik, O. J. (2010). A new way to measure word-of-mouth marketing. *McKinsey Quarterly*, 2, 113–116.
- Campbell, W. K., & Foster, J. D. (2007). The narcissistic self: Background, an extended agency model, and ongoing controversies. In C. Sedikides, & S. Spencer (Eds.), *The self* (pp. 115–138). Psychology Press.
- Campbell, W. K., Rudich, E., & Sedikides, C. (2002). Narcissism, self-esteem, and the positivity of self-views: Two portraits of self-love. *Personality and Social Psychology Bulletin*, 28(3), 358–368. <https://doi.org/10.1177/0146167202286007>
- Carlson, E. N., Vazire, S., & Oltmanns, T. F. (2011). You probably think this paper's about you: Narcissists' perceptions of their personality and reputation. *Journal of Personality and Social Psychology*, 101(1), 185–201. <https://doi.org/10.1037/a0023781>
- Chen, Z. (2017). Social acceptance and word of mouth: How the motive to belong leads to divergent WOM with strangers and friends. *Journal of Consumer Research*, 44(3), 613–632. <https://doi.org/10.1093/jcr/ucx055>
- Cheshure, A., Zeigler-Hill, V., Sauls, D., Vrabel, J. K., & Lehtman, M. J. (2020). Narcissism and emotion dysregulation: Narcissistic admiration and narcissistic rivalry have divergent associations with emotion regulation difficulties. *Personality and Individual Differences*, 154, Article 109679. <https://doi.org/10.1016/j.paid.2019.109679>
- Darke, P. R., & Freedman, J. L. (1997). The belief in good luck scale. *Journal of Research in Personality*, 31(4), 486–511. <https://doi.org/10.1037/t09477-000>
- De Angelis, M., Bonezzi, A., Peluso, A. M., Rucker, D. D., & Costabile, M. (2012). On braggarts and gossips: A self-enhancement account of word-of-mouth generation and transmission. *Journal of Marketing Research*, 49(4), 551–563. <https://doi.org/10.1509/jmr.11.0136>
- de Bellis, E. N., Herrmann, A., Bierhoff, H.-W., & Rohmann, E. (2016). The Influence of Trait and State Narcissism on the Uniqueness of Mass-Customized Products. *Journal of Retailing*, 92(2), 162–172. <https://doi.org/10.1016/j.jretai.2015.11.003>
- Dickens, L. R., & Robins, R. W. (2020). Pride: A meta-analytic project. *Emotion*. Advance online publication. <https://doi.org/10.1037/emo0000905>.
- Erling, J. J., Baumeister, R. F., Bushman, B. J., Campbell, W. K., & Finkel, E. J. (2004). Too proud to let go: Narcissistic entitlement as a barrier to forgiveness. *Journal of Personality and Social Psychology*, 87(6), 894–912. <https://doi.org/10.1037/0022-3514.87.6.894>
- Foster, J. D., Reidy, D. E., Misra, T. A., & Goff, J. S. (2011). Narcissism and stock market investing: Correlates and consequences of cocksuck investing. *Personality and Individual Differences*, 50(6), 816–821. <https://doi.org/10.1016/j.paid.2011.01.002>
- Gage Jordan, D., Samuel Winer, E., Zeigler-Hill, V., & Marcus, D. K. (2021). A network approach to understanding narcissistic grandiosity via the Narcissistic Admiration and Rivalry Questionnaire and the Narcissistic Personality Inventory. *Self and Identity*. Advance online publication. <https://doi.org/10.1080/15298868.2021.1944298>
- Grapsas, S., Brummelman, E., Back, M. D., & Denissen, J. J. A. (2020). The “why” and “how” of narcissism: A process model of narcissistic status pursuit. *Perspectives on Psychological Science*, 15(1), 150–172. <https://doi.org/10.1177/1745691619873350>
- Grieve, R., March, E., & Watkinson, J. (2020). Inauthentic self-presentation on facebook as a function of vulnerable narcissism and lower self-esteem. *Computers in Human Behavior*, 102, 144–150. <https://doi.org/10.1016/j.chb.2019.08.020>
- Grove, J. L., Smith, T. W., Girard, J. M., & Wright, A. G. (2019). Narcissistic admiration and rivalry: An interpersonal approach to construct validation. *Journal of Personality Disorders*, 33(6), 751–775. <https://doi.org/10.1521/pedi.2019.33.374>
- Hamerman, E. J., & Johar, G. V. (2013). Conditioned superstition: Desire for control and consumer brand preferences. *Journal of Consumer Research*, 40(3), 428–443. <https://doi.org/10.1086/670762>
- Hamerman, E. J., & Morewedge, C. K. (2015). Reliance on luck: Identifying which achievement goals elicit superstitious behavior. *Personality and Social Psychology Bulletin*, 41(3), 323–335. <https://doi.org/10.1177/0146167214565055>
- Hayes, A. F. (2018). *Introduction to mediation, moderation, and conditional process analysis* (2nd ed.). Guilford Press.
- Helfrich, H., & Dietl, E. (2019). Is employee narcissism always toxic?—The role of narcissistic admiration, rivalry and leaders' implicit followership theories for employee voice. *European Journal of Work and Organizational Psychology*, 28(2), 259–271. <https://doi.org/10.1080/1359432X.2019.1575365>
- Hepper, E. G., Gramzow, R. H., & Sedikides, C. (2010). Individual differences in self-enhancement and self-protection strategies: An integrative analysis. *Journal of Personality*, 78(2), 781–814. <https://doi.org/10.1111/j.1467-6494.2010.00633.x>
- Herhausen, D., Ludwig, S., Grewal, D., Wulf, J., & Schoegel, M. (2019). Detecting, preventing, and mitigating online firestorms in brand communities. *Journal of Marketing*, 83(3), 1–21. <https://doi.org/10.1177/0022242918822300>
- Herman, A. D., Brunell, A. B., & Foster, J. D. (Eds.). (2018). *Handbook of trait narcissism: Key advances, research methods, and controversies*. Springer.
- Hock, S. J., Bagchi, R., & Anderson, T. M. (2020). Promotional games increase consumer conversion rates and spending. *Journal of Consumer Research*, 47(1), 79–99. <https://doi.org/10.1093/jcr/ucz043>
- Horton, R. S., & Sedikides, C. (2009). Narcissistic responding to ego threat: When the status of the evaluator matters. *Journal of Personality*, 77(5), 1493–1525. <https://doi.org/10.1111/j.1467-6494.2009.00590.x>
- Jiang, Y., Cho, A., & Adaval, R. (2009). The unique consequences of feeling lucky: Implications for consumer behavior. *Journal of Consumer Psychology*, 19(2), 171–184. <https://doi.org/10.1016/j.jcps.2009.02.010>
- Kim, A., Affonso, F. M., Laran, J., & Durante, K. M. (2021). Serendipity: Chance encounters in the marketplace enhance consumer satisfaction. *Journal of Marketing*, 85(4), 141–157. <https://doi.org/10.1177/00222429211000344>
- Kirk, C. P., Peck, J., & Swain, S. D. (2018). Property lines in the mind: Consumers' psychological ownership and their territorial responses. *Journal of Consumer Research*, 45(1), 148–168. <https://doi.org/10.1093/jcr/ucx111>
- Kirk, C. P., Swain, S. D., & Gaskin, J. E. (2015). I'm proud of it: Consumer technology appropriation and psychological ownership. *Journal of Marketing Theory & Practice*, 23(2), 166–184. <https://doi.org/10.1080/10696679.2015.1002335>

- Kiritchenko, S., Zhu, X., & Mohammad, S. M. (2014). Sentiment analysis of short informal texts. *Journal of Artificial Intelligence Research*, 50, 723–762. <https://doi.org/10.1613/jair.4272>
- Kramer, T., & Block, L. (2008). Conscious and nonconscious components of superstitious beliefs in judgment and decision making. *Journal of Consumer Research*, 34(6), 783–793. <https://doi.org/10.1086/523288>
- Lakey, C. E., Rose, P., Campbell, W. K., & Goodie, A. S. (2008). Probing the link between narcissism and gambling: The mediating role of judgment and decision-making biases. *Journal of Behavioral Decision Making*, 21(2), 113–137. <https://doi.org/10.1002/bdm.582>
- Lange, J., Crusius, J., & Hagemeyer, B. (2016). The evil Queen's dilemma: Linking narcissistic admiration and rivalry to benign and malicious envy. *European Journal of Personality*, 30(2), 168–188. <https://doi.org/10.1002/per.2047>
- Leunissen, J. M., Sedikides, C., & Wildschut, T. (2017). Why narcissists are unwilling to apologize: The role of empathy and guilt. *European Journal of Personality*, 31(4), 385–403. <https://doi.org/10.1002/per.2110>
- Luangrath, A. W., Peck, J., & Barger, V. A. (2017). Textual paralinguistic and its implications for marketing communications. *Journal of Consumer Psychology*, 27(1), 98–107. <https://doi.org/10.1016/j.jcps.2016.05.002>
- Mahadevan, N., Gregg, A. P., & Sedikides, C. (2019). Is self-regard a sociometer or a hierometer? Self-esteem tracks status and inclusion, narcissism tracks status. *Journal of Personality and Social Psychology*, 116(3), 444–466. <https://doi.org/10.1037/pspp0000189>
- Manley, H., Jarukasemthawee, S., & Pisitsungkagarn, K. (2019). The effect of narcissistic admiration and rivalry on mental toughness. *Personality and Individual Differences*, 148, 1–6. <https://doi.org/10.1016/j.paid.2019.05.009>
- Manley, H., Paisarnrisomsuk, N., & Roberts, R. (2020). The effect of narcissistic admiration and rivalry on speaking performance. *Personality and Individual Differences*, 154, Article 109624. <https://doi.org/10.1016/j.paid.2019.109624>
- Martens, J. P., Tracy, J. L., & Shariff, A. F. (2012). Status signals: Adaptive benefits of displaying and observing the nonverbal expressions of pride and shame. *Cognition and Emotion*, 26(3), 390–406. <https://doi.org/10.1080/02699931.2011.645281>
- Martin, B. A., Jin, H. S., O'Connor, P. J., & Hughes, C. (2019). The relationship between narcissism and consumption behaviors: A comparison of measures. *Personality and Individual Differences*, 141, 196–199. <https://doi.org/10.1016/j.paid.2019.01.014>
- McCain, J. L., & Campbell, W. K. (2018). Narcissism and social media use: A meta-analytic review. *Psychology of Popular Media Culture*, 7(3), 308–327. <https://doi.org/10.1037/ppm0000137>
- McFerran, B., Aquino, K., & Tracy, J. L. (2014). Evidence for two facets of pride in consumption: Findings from luxury brands. *Journal of Consumer Psychology*, 24(4), 455–471. <https://doi.org/10.1016/j.jcps.2014.03.004>
- Miller, J. D., Back, M. D., Lynam, D. R., & Wright, A. G. C. (2021). Narcissism today: What we know and what we need to learn. *Current Directions in Psychological Science*. <https://doi.org/10.1177/09637214211044109>
- Morf, C. C., Horvath, S., & Torchetti, L. (2011). Narcissistic self-enhancement: Tales of (successful?) self-portrayal. In M. D. Alicke, & C. Sedikides (Eds.), *Handbook of self-enhancement and self-protection* (pp. 399–424). Guilford Press.
- Nielsen (2015). Global trust in advertising. <https://www.nielsen.com/us/en/insights/report/2015/global-trust-in-advertising-2015/>
- Ohmann, K., & Burgmer, P. (2016). Nothing compares to me: How narcissism shapes comparative thinking. *Personality and Individual Differences*, 98, 162–170. <https://doi.org/10.1016/j.paid.2016.03.069>
- Okazaki, S., Schubert, F., Tagashira, T., & Andrade, V. (2021). Sneaking the dark side of brand engagement into Instagram: The dual theory of passion. *Journal of Business Research*, 130, 493–505. <https://doi.org/10.1016/j.jbusres.2019.11.028>
- Packard, G., & Berger, J. (2017). How language shapes word of mouth's impact. *Journal of Marketing Research*, 54(4), 572–588. <https://doi.org/10.1509/jmr.15.0248>
- Philp, M., & Ashworth, L. (2020). I should have known better!: When firm-caused failure leads to self-image concerns and reduces negative word-of-mouth. *Journal of Business Research*, 116, 283–293. <https://doi.org/10.1016/j.jbusres.2020.05.018>
- Reczek, R. W., Haws, K. L., & Summers, C. A. (2014). Lucky loyalty: The effect of consumer effort on predictions of randomly determined marketing outcomes. *Journal of Consumer Research*, 41(4), 1065–1077. <https://doi.org/10.1086/678052>
- Rifkin, L. S., Corus, C., & Kirk, C. P. (2022). The reputation economy: A tale as old as time or a new paradigm? In A. Hanlon, & T. Tuten (Eds.), *Sage handbook of digital marketing and social media* (pp. 437–455). Sage.
- Rifkin, L., Kirk, C. P., & Corus, C. (2020). I thought we had an agreement: Psychological contract violation and betrayal in the sharing economy. In *Paper presented at the American Marketing Association Winter Academic Conference*, San Diego, CA.
- Rogoza, R., Kwiatkowska, M. M., Kowalski, C. M., & Ślaski, S. (2018). A brief tale of the two faces of narcissism and the two facets of pride. *Personality and Individual Differences*, 126, 104–108. <https://doi.org/10.1016/j.paid.2018.01.027>
- Rosenberg, M. (1965). Rosenberg self-esteem scale (RSE). *Acceptance and commitment therapy. Measures package*, 61(52), 18.
- Rothbaum, F., Weisz, J. R., & Snyder, S. S. (1982). Changing the world and changing the self: A two-process model of perceived control. *Journal of Personality and Social Psychology*, 42(1), 5–37. <https://doi.org/10.1037/0022-3514.42.1.5>
- Sedikides, C. (2012). Self-protection. In M. R. Leary, & J. P. Tangney (Eds.), *Handbook of self and identity* (pp. 327–353). Guilford Press.
- Sedikides, C. (2021). In search of narcissus. *Trends in Cognitive Sciences*, 25(1), 67–80. <https://doi.org/10.1016/j.tics.2020.10.010>
- Sedikides, C., & Campbell, W. K. (2017). Narcissistic force meets systemic resistance: The energy clash model. *Perspectives on Psychological Science*, 12(3), 400–421. <https://doi.org/10.1177/1745691617692105>
- Sedikides, C., Campbell, W. K., Reeder, G., Elliot, A. J., & Gregg, A. P. (2002). Do others bring out the worst in narcissists? The “others exist for me” illusion. In Y. Kashima, M. Foddy, & M. Platow (Eds.), *Self and identity: Personal, social, and symbolic* (pp. 103–123). Psychology Press.
- Sedikides, C., & Gregg, A. P. (2008). Self-enhancement: Food for thought. *Perspectives on Psychological Science*, 3(2), 102–116. <https://doi.org/10.1111/j.1745-6916.2008.00068.x>
- Sedikides, C., Gregg, A. P., Cisek, S., & Hart, C. M. (2007). The I that buys: Narcissists as consumers. *Journal of Consumer Psychology*, 17(4), 254–257. [https://doi.org/10.1016/S1057-7408\(07\)70035-9](https://doi.org/10.1016/S1057-7408(07)70035-9)
- Sedikides, C., Hart, C. M., & Cisek, S. Z. (2018). Narcissistic consumption. In T. Hermann, A. Brunell, & J. Foster (Eds.), *The handbook of trait narcissism: Key advances, research methods, and controversies* (pp. 291–298). Springer. https://doi.org/10.1007/978-3-319-92171-6_31
- Sedikides, C., Rudich, E. A., Gregg, A. P., Kumashiro, M., & Rusbult, C. (2004). Are normal narcissists psychologically healthy? Self-esteem matters. *Journal of Personality and Social Psychology*, 87(3), 400–416. <https://doi.org/10.1037/0022-3514.87.3.400>
- Simpson, C. (2020). Airbnb gained technology to judge “narcissism” of guests. *The Telegraph*.
- Sussman, A. B., Sharma, E., & Alter, A. L. (2015). Framing charitable donations as exceptional expenses increases giving. *Journal of Experimental Psychology: Applied*, 21(2), 130–139. <https://doi.org/10.1037/xap0000047>
- Tracy, J. L., Cheng, J. T., Martens, J. P., & Robins, R. W. (2011). The emotional dynamics of narcissism: Inflated by pride, deflated by shame. In W. K. Campbell, & J. D. Miller (Eds.), *The handbook of narcissism and narcissistic personality disorder: Theoretical approaches, empirical findings, and treatments* (pp. 330–343). John Wiley & Sons Inc. <https://doi.org/10.1002/9781118093108.ch29>
- Tracy, J. L., Cheng, J. T., Robins, R. W., & Trzesniewski, K. H. (2009). Authentic and hubristic pride: The affective core of self-esteem and narcissism. *Self and Identity*, 8(2–3), 196–213. <https://doi.org/10.1080/15298860802505053>
- Tracy, J. L., & Robins, R. W. (2004). Show your pride: Evidence for a discrete emotion expression. *Psychological Science*, 15(3), 194–197. <https://doi.org/10.1111/j.0956-7976.2004.01503008.x>
- Tracy, J. L., & Robins, R. W. (2007). The psychological structure of pride: A tale of two facets. *Journal of Personality and Social Psychology*, 92(3), 506–525. <https://doi.org/10.1037/0022-3514.92.3.506>
- Westbrook, R. A., & Black, W. C. (1985). A motivation-based shopper typology. *Journal of Retailing*, 61(1), 78–103.
- Wu, Wenqing, Wang, Hongxin, & Wang, Xinchun (2022). Entrepreneur Narcissism and New Venture Performance: A Learning Perspective. *Journal of Business Research*, 149, 901–915.
- Zajenkowski, M., Czarna, A. Z., Szymaniak, K., & Dufner, M. (2020). What do highly narcissistic people think and feel about (their) intelligence? *Journal of Personality*, 88(4), 703–718. <https://doi.org/10.1111/jopy.12520>
- Zhao, H., Zhang, H., & Xu, Y. (2016). Does the Dark Triad of personality predict corrupt intention? The mediating role of belief in good luck. *Frontiers in Psychology*, 7, 608. <https://doi.org/10.3389/fpsyg.2016.00608>

Colleen P. Kirk is an associate professor of marketing at New York Institute of Technology. Her research centers around consumer behavior, especially in the areas of psychological ownership, emotions, digital technologies, and narcissism. Her research has been published in leading journals such as *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Business Research*, *Journal of Advertising Research*, *Journal of Consumer Behaviour*, and *Entrepreneurship: Theory and Practice*, among others. Kirk serves as Associate Editor of *Journal of Business Research* and also has an extensive professional background in marketing in the technology industry. She holds a Bachelor of Arts from Cornell University, a Master of Business Administration from Southern Methodist University, a Master of International Management from the Thunderbird School of Global Management, and a Doctor of Professional Studies in Marketing and International Economics from Pace University. Kirk's research has been cited in *Psychology Today*, the *Financial Times*, *Business Insider*, *BBC Mundo* and other media outlets.

Joann Peck is a professor in the marketing department at the Wisconsin School of Business, University of Wisconsin-Madison. She received her undergraduate degree from the University of Michigan, her MBA from the University of Wisconsin-Madison and her PhD from the University of Minnesota. Her research focuses on non-verbals, including touch and textual paralinguistic as well as the domain of ownership. Her research has been published in the *Journal of Consumer Research*, the *Journal of Marketing*, the *Journal of Marketing Research*, the *Journal of Consumer Psychology*, the *Journal of Business Research*, and the *Journal of Retailing* among others. Peck's research has been cited in *Forbes*, *U.S. News and World Report*, *Time.com*, the *Canadian Broadcast Company* and others.

Claire Hart's research is located in the area of quantitative social/personality psychology. In particular, she conducts research on narcissistic dysfunction in the interpersonal domain. She is currently involved in projects investigating: the buffering role of procedural fairness in organisational settings; the self-presentation of narcissists; nostalgia and narcissism; narcissism and social support; narcissism and empathy; narcissism and mimicry; narcissism and bullying; narcissism and prosocial behaviours; narcissism and crime; narcissism and parenting; narcissism and consumerism; and narcissism and educational goals.

Constantine Sedikides' research is on self and identity (including narcissism), and their interplay with emotion (especially nostalgia) as well as motivation, close relationships, and group or organizational processes. This research has been supported by grants from many national and international funding agencies. Constantine has received several

awards, including *Daniel M. Wegner Theoretical Innovation Prize* (Society for Personality and Social Psychology), *Distinguished Lifetime Career Award* (International Society for Self and Identity), and *Kurt Lewin Medal for Outstanding Scientific Contribution* (European Association of Social Psychology). Before joining University of Southampton as Director of the

Centre for Research on Self and Identity, Constantine taught at University of Wisconsin-Madison, USA, and University of North Carolina at Chapel Hill, USA. He holds a PhD from Ohio State University, USA, and a Bachelor's Degree from Aristotle University of Thessaloniki, Greece.