



URGE TO SPLURGE CONSUMER REVENGE SPENDING

clicksuasion[™]
LABS

REVENGE SPENDING

Revenge Spending is what happens when consumers are willing to spend more money to make up for lost time or experiences.

Many industries have seen a decrease in sales during the COVID-19 pandemic, yet the end of quarantine may provide unique opportunities for brands that offer in-person experiences.

Clicksuasion Labs' predictions identify how consumers may change their spending habits, why buyers have FOMO (fear of missing out), and marketing tactics that may help brands capitalize:

- Recognize where consumers are willing to revenge spend post-lockdown
- Develop an understanding of scarcity marketing and loss-aversion
- Apply behavioral economics and decision science to marketing strategies

HOW COVID HAS CHANGED OUR LIVES





RETURN TO NORMALCY

With the return of some semblance of normalcy comes the return of spending. Once consumers are able to spend again, they will - with a vengeance.

BRANDS THAT OFFER IN-PERSON EXPERIENCES STAND TO BENEFIT



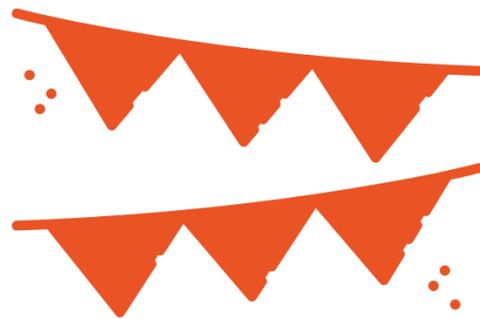
TRAVEL



RESTAURANTS



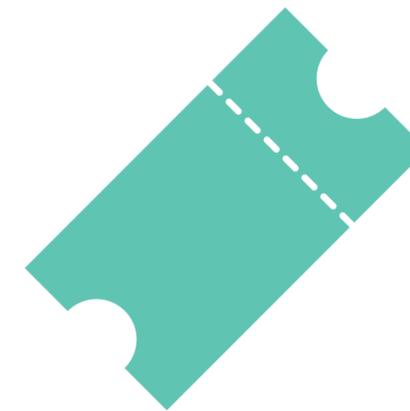
SPORTING EVENTS



EVENT PLANNING



RETAIL



ENTERTAINMENT

LOSS AVERSION



WHAT IT IS

Loss Aversion is a cognitive bias that describes why the pain of losing is twice as powerful than the pleasure of gaining.

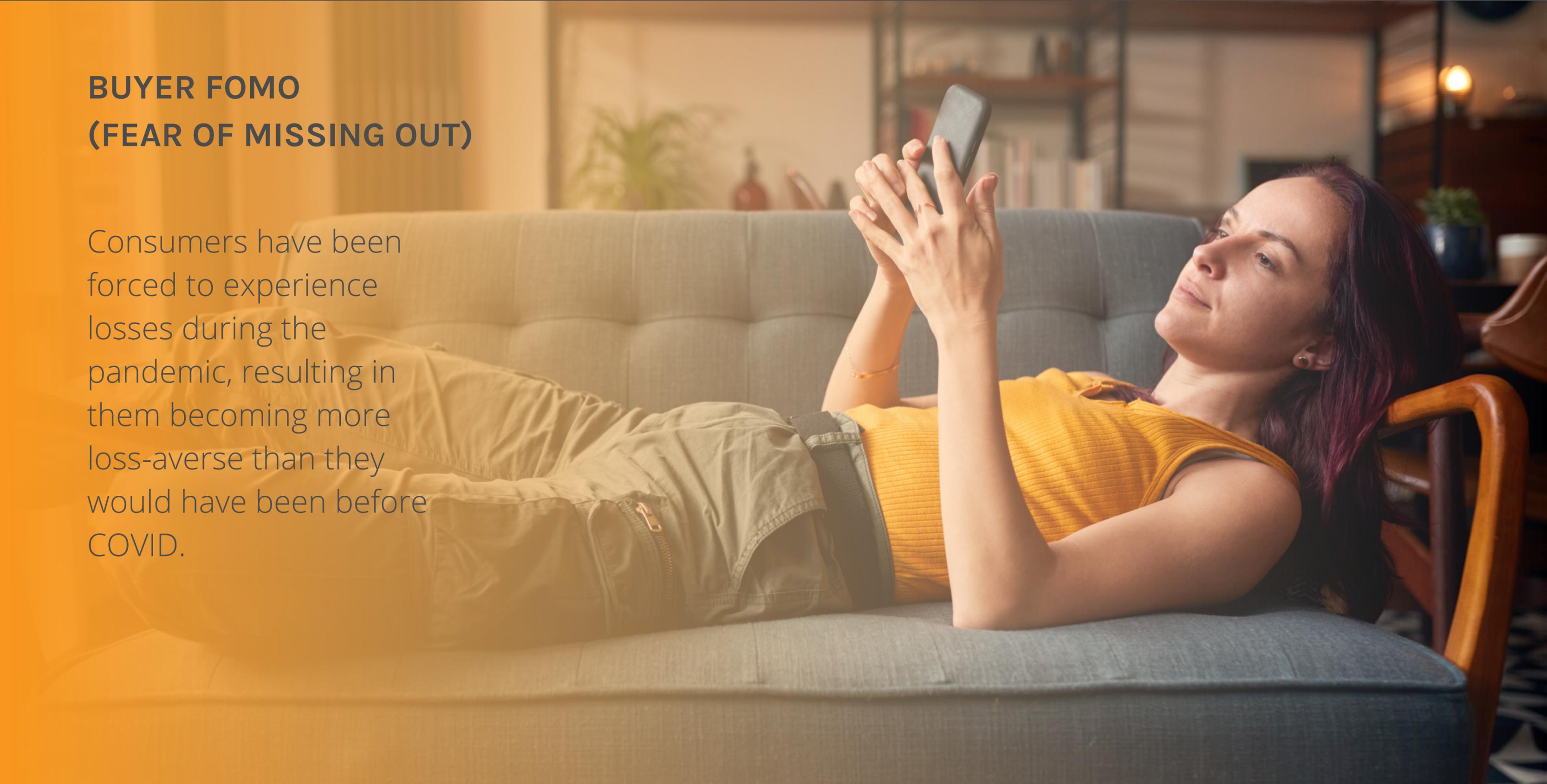


WHAT IT MEANS

It's the tendency of people to prefer to avoid losing even more than they would like to win.

BUYER FOMO (FEAR OF MISSING OUT)

Consumers have been forced to experience losses during the pandemic, resulting in them becoming more loss-averse than they would have been before COVID.



SCARCITY MARKETING

Consumers want what they think others have, or what they think they may not be able to get in the future.

Amazon often notifies buyers of a product being limited in stock, which encourages buyers to purchase immediately - and it works.

Buy New **\$24.95**

Qty:

 Prime

Only 2 left in stock (more on the way).

Ships from and sold by Amazon.com.
Gift-wrap available.

 **Add to Cart**

— [Turn on 1-Click ordering for this browser](#) —

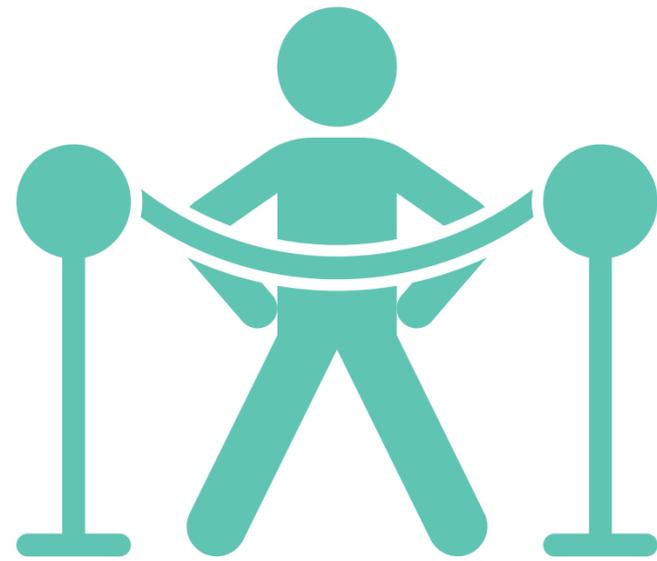
Want it tomorrow, April Order within **22 mins** and choose **One-Day Shipping** at checkout. [Details](#)

Ship to:

Add to List

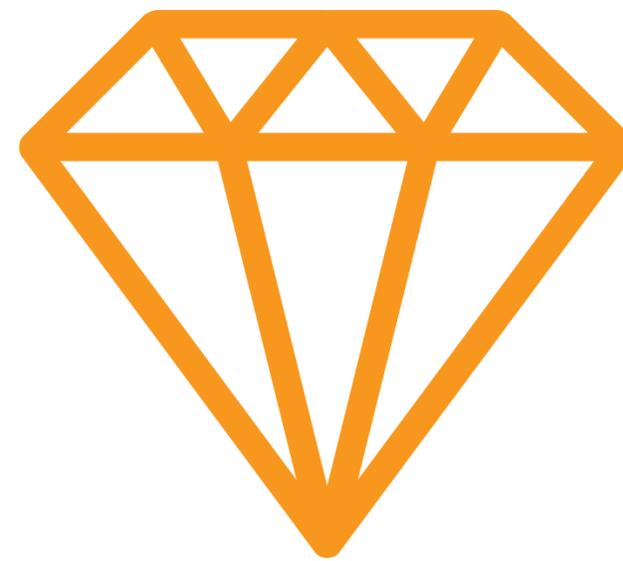


SCARCITY INCREASES DESIRABILITY



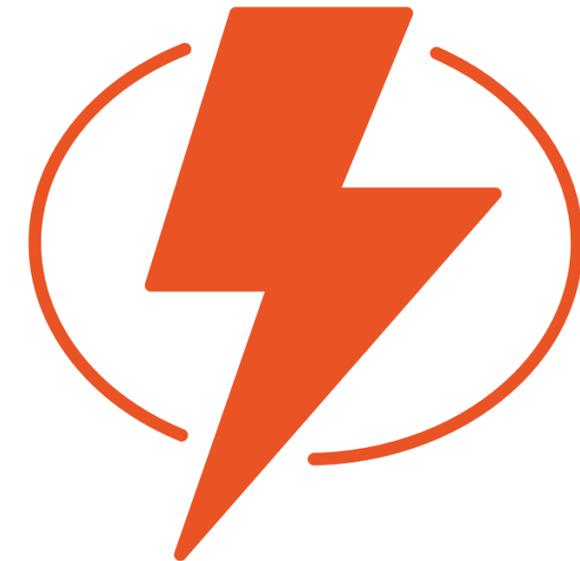
EXCLUSIVITY

Scarce items feel exclusive and have the perception of being unavailable to everyone



VALUE

Scarcity increases value when the perceived demand is greater than supply



POWER

Scarcity gives a sense of power to the owner because they have something others want

SAY THIS - NOT THAT



ALMOST GONE

Instead of saying "While Supplies Last", try "Almost Gone". This states a limit on the number of products available while also placing the blame for shortages on other consumers.



NEARLY SOLD OUT

"Limited Space Available" can become "Nearly Sold Out", which makes the buyer think that an event is so popular that they may not be able to attend if they don't purchase tickets now.



WHY IT WORKS

Scarcity Marketing works by activating the fear response in consumers.

They don't want to miss out on a popular item or experience, so they become more willing to buy.



GIVE A TIME LIMIT

Try putting a time limit on sales, like offering flash sales on bookings or 'This Weekend Only' sale events.

When discounts are only available for a short period of time, the consumer becomes afraid of missing out on the savings and is more likely to buy.





BRING EXCLUSIVITY

Exclusive events or limited availability services can be a good way to boost sales.

Invite only events, limited reservations, and VIP memberships all make the consumer feel special to have been included, and generates interest in those that didn't make the list.





DON'T GO OVERBOARD



WHAT WE FOUND

Be cautious when implementing scarcity tactics to your marketing strategy. Making too many products or services exclusive could run the risk of alienating some of your customer base.



WHAT IT MEANS

Using scarcity tactics sparingly can be an excellent way to boost sales, but it shouldn't be the foundation of your marketing plan. Use scarcity in addition to other marketing tactics.



WHEN TO AVOID

Don't use scarcity tactics on a product or service that is widely available or you could drive customers to your competitors. Scarcity should be used when an item or service has special value or uniqueness.

HAVE A PLAN

We're anticipating that consumer revenge spending could last for a while, so it's important to have a plan in place for your brand to capitalize on the anticipated increase in spending.



URGE TO SPLURGE CONSUMER REVENGE SPENDING

clicksuasion[™]
LABS