

The Effects of Hunger Marketing In Scarcity Products

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Abstract—Hunger marketing is a marketing strategy where goods suppliers deliberately limit product supply to achieve excess demand. This research paper primarily investigated the varying impacts of Jordon shoes (tangible goods) and travelling to the Maldives (intangible goods) on the variables of the various dimensions of hunger marketing. This research also focused on the relationships between hunger marketing; knowledge exchange motivation, opportunities, and ability; involvement; epistemic value; purchase intention; WOM; and the interference caused by Jordon shoes, travelling to the Maldives, and financial status. This research adopted structural equation modelling (SEM) to construct the research framework. The researchers collaborated with a survey company to distribute the questionnaires, of which 975 were recovered. The analytical methods were employed to verify the collected data such as factor loading, t-value, AVE, Cronbach's α being consistent with the hypotheses set by the aims of this research. The results showed could provide academic value in hunger marketing related researches.

Keywords: Hunger marketing, behaviour management, psychological consumption, scarcity product.

I. INTRODUCTION

Hunger marketing adopts the concept of scarcity to develop strategies that can be interpreted by and applied to one another. In addition, whenever limited time and quantity are referred to during product marketing, consumer attention is easily attracted, prompting consumers to purchase the products and indicating that the approach is effective for marketing and promotion. Businesses tend to exploit people who are prone to comparing products to promote goods and attract consumers to purchase products.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

A. Relationship between Hunger Marketing and Motivation for Knowledge Exchange

Hunger marketing is a type of marketing strategy where product providers deliberately limit product supply to achieve excess demand (Chen, Kuo, Jhan, & Chiu, 2014). The consumption aspect of hunger marketing is to attract customers to purchase products immediately (Rook & Fisher, 1995;

Wilson, 1997; Chen, Kuo, Jhan & Chiu, 2014), and motivation is defined as the desire and willingness to exchange views and information with others (MacInnis et al., 1991; Gruen, Osmonbekov and Czaplewski, 2006). Therefore, the first research hypothesis is described as follows:

H1: Hunger marketing positively affects the motivation for knowledge exchange.

B. Relationship between Hunger Marketing and Opportunities for Knowledge Exchange

Opportunities refer to the extent to which a situation is favourable for attaining a desired outcome (MacInnis and Jaworski, 1989; Gruen, Osmonbekov and Czaplewski, 2005) and can be obtained through positive actions such as creating an environment conducive to simplification (McAlexander et al., 2002; Gruen, Osmonbekov & Czaplewski, 2007). Therefore, the second research hypothesis is described as follows:

H2: Hunger marketing positively affects opportunities for knowledge exchange.

C. Relationship between Hunger Marketing and Knowledge Exchange Ability

Ability refers to consumer skills and proficiencies in conducting useful exchanges with others (Gruen, Osmonbekov & Czaplewski, 2007) and the extent to which consumers possess the necessary resources (e.g., knowledge, intelligence, and funding) to enable favourable outcomes (Hoyer and MacInnis, 1997; Gruen, Osmonbekov and Czaplewski, 2007). Therefore, the third research hypothesis is described as follows:

H3: Hunger marketing positively affects knowledge exchange ability.

D. Relationship between Motivation for Knowledge Exchange and Involvement

Involvement refers to physical and mental energies invested. Consumer involvement in goods or services reflects their

perceptions regarding the personal relevance of said goods or services (Baker, Cronin Jr & Hopkins, 2009).

The motivation to learn more about a product is a prerequisite for gaining a further understanding of the product. Therefore, the fourth research hypothesis is described as follows:

H4: Motivation for knowledge exchange positively affects involvement.

E. Relationship between Opportunities for Knowledge Exchange and Involvement

Involvement refers to an independent behaviour and degrees of involvement have been determined in previous studies through measurement under various circumstances (Houston & Rothschild, 1978; Bloch & Richins, 1983; Zaichkowsky, 1985).

The desire to understand a product only emerges after taking the opportunity to engage in information exchange with others and forming a knowledge of the product. Therefore, the fifth hypothesis is described as follows:

H5: Opportunities for knowledge exchange positively affect involvement.

F. Relationship between Knowledge Exchange Ability and Involvement

A strong knowledge exchange ability is correlated with high knowledge exchange frequency in individuals (Gruen, Osmonbekov & Czaplewski, 2007). Generally, variations in degrees of involvement occur based on product ranking (Zaichkowsky, 1985). Therefore, possessing a strong knowledge exchange ability naturally enhances an individual's degree of involvement with a product, thereby enabling an enhanced understanding of the product. Therefore, the sixth hypothesis is described as follows:

H6: Knowledge exchange ability positively affects involvement.

G. Relationship between Involvement and Epistemic Value

Epistemic value refers to the capacity of a product to stimulate curiosity and demonstrate newness or satisfy a yearning for knowledge among the public, and is crucial to consumers seeking new experiences (Sweeney & Soutar, 2001).

Numerous studies have proposed a correlation between involvement and individual perception (Celsi & Olson, 1988; Petty & Cacioppo, 1981; Richins & Bloch, 1986; Baker, Cronin Jr & Hopkins, 2009). Therefore, the seventh hypothesis is described as follows:

H7: Involvement positively affects epistemic value.

H. Relationship between Epistemic Value and Purchase Intention

Epistemic value is defined as the experience of gaining an understanding of a product through purchase (Griffiths, Davies & Chappell, 2004; Moon & Kim, 2001; Hong, Hwang & Kuo, 2016). Only with an in-depth discussion or deliberation, can a product be determined whether it is worth purchasing; a positive answer enhances purchase intention, which refers to the degree to which a consumer intends to purchase a particular product or service (Diallo, 2012; Erdil, 2015). Therefore, the eighth hypothesis is described as follows:

H8: Epistemic value positively affects purchase intention.

I. Relationship between Epistemic value and WOM

Goldman (1999) suggested that the epistemic value theory is focused on knowledge expansion. Before individuals purchase specific goods or services, they must first understand and conduct research on the goods and services in question, after which they can share acquired information with others through WOM. Therefore, the ninth research hypothesis is described as follows:

H9: Epistemic value positively affects WOM.

III. METHODOLOGY

This study adopted structural equation modelling (SEM) to construct the research framework and IBM SPSS Amos 20 to analyse the relationship between the proposed research method and framework. The questionnaire design was based on previous studies related to the research topic, from which questionnaire items for each dimension were obtained. The following analytical methods were employed to verify that the collected data were consistent with the hypotheses: (1) Descriptive statistical analysis: Because each individual had different perspectives of individual factors, a comprehensive analysis was conducted, where the data collected included not only information related to the questions in the framework but also other relevant variables.

(2) Reliability and validity analysis: Reliability analysis involved the measurement of composite reliability (CR) and Cronbach's alpha, where the value of CR had to exceed 0.6 (Bagozzi & Yi, 1988). If a Cronbach's alpha was greater than 0.7, the samples were considered to be highly correlated with one another. Validity analysis included the measurement of construct validity (convergent and discriminant validity), with a high validity reflecting psychological characteristics, thereby achieving the measurement objective.

This study collaborated with a survey company to distribute the questionnaires, of which 1156 were recovered. After analysing the collected questionnaires and excluding invalid responses, a total of 975 valid questionnaires were recovered.

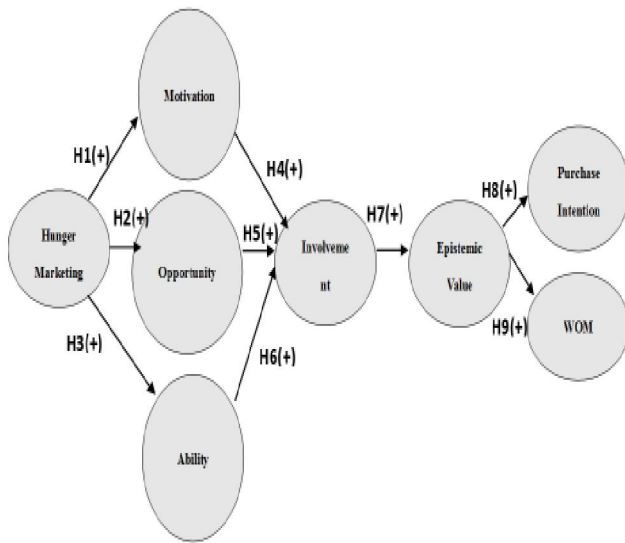


Fig. 1: Research Framework

IV. RESEARCH RESULTS

CR and Cronbach's α were used to evaluate the reliability of the questionnaire. Bagozzi & Yi (1988) suggested that a CR should exceed 0.6, whereas Gay (1992) recommended that a Cronbach's α should be greater than 0.7. Table 1 shows the reliability analysis results. Convergent validity was measured using two approaches.

The first approach analysed the factor loading; a factor loading exceeding 0.6 and t value > 1.96 indicated that the study conformed to the standard. The second approach employed the average variance extracted (AVE); an AVE greater than 0.5 indicated validity. Table 1 shows that the values for factor loading and AVE were both greater than 0.5 (Fornell & Larcker, 1981), indicating validity in the present study. Table 1 shows the validity analysis results.

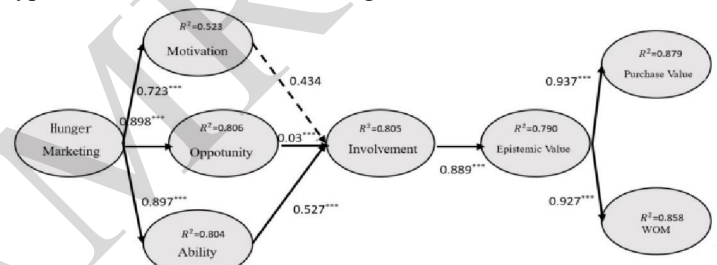
Table I: Analysis of Reliability and Convergent Validity

Construct	Factor loading	t-Value	AVE	Cronbach's α	CR
Hunger Marketing	0.714*** 0.764***	13.561 13.778	0.5467	0.71	0.71
Motivation	0.847*** 0.936*** 0.937***	28.111 33.245 33.076	0.8238	0.93	0.93
Opportunity	0.89*** 0.933*** 0.901***	30.037 32.662 30.645	0.8248	0.93	0.93
Ability	0.913*** 0.932*** 0.918*** 0.7***	31.683 32.968 31.954 21.463	0.7587	0.92	0.93
Involvement	0.907*** 0.930*** 0.958	31.646 33.137 34.876 33.876	0.8736	0.97	0.97

Construct	Factor loading	t-Value	AVE	Cronbach's α	CR
	*** 0.943***				
Epistemic Value	0.882*** 0.809*** 0.718***	29.425 25.995 21.712	0.6493	0.85	0.85
Purchase Intention	0.926*** 0.839*** 0.939***	32.556 27.588 32.956	0.8144	0.93	0.93
WOM	0.942*** 0.946*** 0.854***	33.715 33.696 28.73	0.8372	0.94	0.94

V. HYPOTHESES RESULTS

Overall model validity is dependent on a satisfactory goodness of fit test. This study tested the model for explaining the significance of the collected data. The analyses of hypotheses results are shown in figure 2.



***p-value < .001, **p-value < .01, *p-value < .05

Fig. 2: Structure Equation Modelling Analyses

VI. CONCLUSION

This study primarily investigated the varying impacts of Jordan shoes (tangible) and travelling to the Maldives (intangible) on the variables of the various dimensions of hunger marketing. Secondly, this study focused on the relationships between hunger marketing; knowledge exchange motivation, opportunities, and ability; involvement; epistemic value; purchase intention; WOM; and the interference caused by Jordan shoes, travelling to the Maldives, and financial status.

According to the statistical analysis results, hunger marketing had positive relationships with knowledge exchange motivation, opportunities, and ability; motivation for knowledge exchange was not positively related to involvement; knowledge exchange opportunities and ability were positively related to involvement; involvement was positively related to epistemic value; epistemic value was positively related to WOM; Jordan shoes and travelling to the Maldives interfered with the dimension variables; and financial status did not interfere with the dimension variables. In other words, among H1–H9, only H4 did not demonstrate significant results. Regarding H4,

motivation for knowledge exchange did not affect involvement because even if an individual is motivated to exchange knowledge, with the advanced information technology currently available, the individual could acquire relevant information through a variety of means. Therefore, individuals do not need to invest their time and energy into understanding products.

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