

# The Effects of Hunger Marketing Strategy and Customer Emotion on Purchase Behavior

*Emergent Research Forum (ERF)*

**Ya-Ling Wu**

Tamkang University, Department of  
Information management, New Taipei,  
Taiwan

joannewu@mail.tku.edu.tw

**Szu-Ting Lai**

Tamkang University, Department of  
Information management, New Taipei,  
Taiwan

a141413227@gmail.com

## Abstract

Hunger marketing is one of marketing techniques i.e. commodity suppliers intentionally lower yield to control supply-demand relation, create a false front of short supply, and reach the purpose to arouse consumers' internal desire. The purpose of this study is to explore what kind of the different effects onto consumers' emotions is likely triggered by diverse presentations of the hunger-marketing product information, then, further to know whether cognitive and affective fits of the mental processes (i.e. cognitive fit theory) can affect consumers' impulsive buying behaviors. We further investigate, the impact of the product scarcity information clue (including long/short time limit, high/low limited stock, and high-priced/low-priced products) onto consumers' impulsive buying intention, as well as mental processing of customers' cognitive and emotional adaption. The author expects, these research findings could provide a perfect marketing strategy for marketing personnel and ad designers to increase sales profit.

## Keywords

Hunger Marketing, Positive and Negative Emotions, Frontal Asymmetry, Impulse buying.

## Introduction

Hunger marketing is one of the marketing techniques, i.e. suppliers intentionally decrease yields to control the supply-demand relation, create a false front of short supply, and maintain a higher selling price and profit margin. Such a manipulated marketing technique is primarily to have the product become in hot demand, further to attract consumers' intensive attention, and generate the consuming subject. Therefore, many traders nowadays will control the quantity in the early stage of the product to be listed, so as to create a false front of short supply and arouse consumers' desire to buy more products. As MIUI was established in 2010, its impression giving to the public was the "Hunger Marketing". In 2011, MIUI took advantage of such a means to sell its cellular phone (to be listed); from publishing the prototype for opening reservation on line, they dragged a long while, and commencing with the formal sales, they intermittently delayed for four months and immediately announced within 3 hours that all product was sold out. The main purpose to do so is to attract the public attention, not but that the initial quantity of MIUI's product is no more than 10%; this is the typical instance of "Hunger Marketing".

In recent years' psychologists have initiated a research on the emotion which has significant influence onto policy decision, or transformation emotions is identified as an important determining factor in consumers' behaviors, as well as a major predicting factor in the process of impulsive buying action (Lee, & Yi, 2008). Mehrabian and Russell (1974), from the angle of environmental psychology, specified that the emotional state of Pleasure (P), Arousal (A), and Dominance (D) can be aroused by stimulation of exterior environment; under the environmental stimulation, different individuals will generate diverse behaviors to reflect his/her mentality of (P), (A), and (D). Thus, consumers' behavior and intention are determined by various clues, stimulations, and mentalities under environment of the network platform (Eroglu et al. 2003), such as layout compilation, product data, etc. This study therefore is to explore the influence of consumers'

psychological state and the activity (i.e. the process of emotion or cognitive volition) which induces consumers to act the buying behavior (Jiang et al., 2010; Parboteeah et al., 2009). However, not many researches today can indicate the stimulating factor which may impact and reflect consumers' emotion and cognitive state.

Vessey proposed the CFT (cognitive fit theory) in 1991, explaining the FIT relation existed between presentation format and policy-making task in respect of the information (Vessey 1991; Vessey and Galletta 1991), and interpreting whether the consistency of mental process can be adapted (FIT). Kahneman (2003) therefore assumed, Cognitive fit and Affective fit are "Dual policy-making system", having diverse impacts onto policy-making task under different contexts. Inasmuch as the disparity in mental process, facing information of the identical format, the decision maker shall know the mental process necessary for transformation according to the Cognitive fit; therefore, identical presentation format cannot be fitted for two behaviors --- it can only be fitted either Cognitive or Affective decision. This study aims to explore the fitted relation between mental process and information presentation under scarcity of the information stimulation in different products.

## **Literature Review**

### ***Explore hunger marketing***

Hunger marketing is a kind of marketing strategy; the merchandise suppliers intentionally limit the product supply to achieve the excessive demand (Chen, Kuo, Jhan, & Chiu, 2014). There are three dimensions of the hunger marketing proposed by Chen, Kuo, Jhan, & Chiu (2014) respectively as Behavior, Psychology, and Consumption. Behavior in the first place indicates that consumers comprehend and attempt to join in the hunger-marketing activities; secondly, psychology means the internal desire aroused by hunger marketing when consumers accept the rule of limited time and volume; and thirdly, consumption presents consumers' immediate buying behavior aroused by hunger marketing. Therefore, this study is, through merchandise information displayed in hunger marketing, to explore the impact on consumers' emotions and buying policy.

### ***Consumers' Emotion***

Regarding consumers' emotion in the past researches, Machleit and Eroglu (2000) have ever presented two aspects as positive emotion and negative emotion. Mehrabian and Russell (1974) proposed three P-A-D emotion dimensions respectively as Pleasure, Arousal, and Dominance, the main purpose of which is to weight consumers' emotional reflection when joining the consuming activities. P (pleasure) is defined as consumers' comfortable, merry, happy, and satisfactory sense aroused by environmental stimulation. D (dominance) is defined as consumers' excited, stimulated and nimble sense aroused by environmental stimulation (Bakker., Voordt, Vink., & Boon., 2014). Either the behavior influence of consumer to product is positive or negative; in the process of consumption, consumers with good emotion reflection hold more positive attitude toward shopping than those with bad emotion reflection; for this reason, this study is, through the product information, to find out consumers' emotion reflection.

### ***Cognitive Fit and Affective Fit***

Cognitive fit is defined as a consistent level of the product information and the mental process after consumers purchase the product from webpages (Gillespie., Muehling., & Kareklas., 2018). Vessey in 1991 presented the cognitive fit theory which was used to explain consumers' psychological state affected by the product information when any individual is making a decision while the cognition and comprehension onto various issues can enhance the decision quality and efficiency (RW.ERROR - Unable to find reference:42). Hence, this study is the fit relation between presentation of product information and consumers' mental process, and the reflection thereof.

Affective fit is defined as a correlated consistent level of the information presentation imbedded in products and the consumers' emotional state upon consumption (Gillespie, Muehling., & Kareklas., 2018). The product placement means using an ingenious technique to imbed the marketing objects into existed media, then, by means of media exposure rate to achieve its advertising effect. Psychologists assumed, importance of the emotional function onto the decision process is no less than that of cognition, or under several

situations, emotional influence is even more obvious than cognition (Zajonc 1980; Kahneman and Tversky 1986; Slovic, Finucane et al. 2002). Affective heuristics was proposed by Slovic et al. in 2002; manipulating the figure or text content can produce affective impression, rather than cognitive impression, to have people's decision and judgment disobey the rational demand.

### ***Impulse buying***

Impulse buying is defined as consumers may purchase products without the least consideration under the environmental stimulation (buying desire), in other words, such an impulsive buying will be affected by various practicalities, personalities, timing, locations, and cultures, and resulted in diverse impulse buying (RW.ERROR - Unable to find reference:40). The impulse buying before 1982 was concentrated in products rather than stimulative factors. Not until 1982, could researchers re-concern with the behavior of impulsive buying and launch the study from the level of the said behavior.

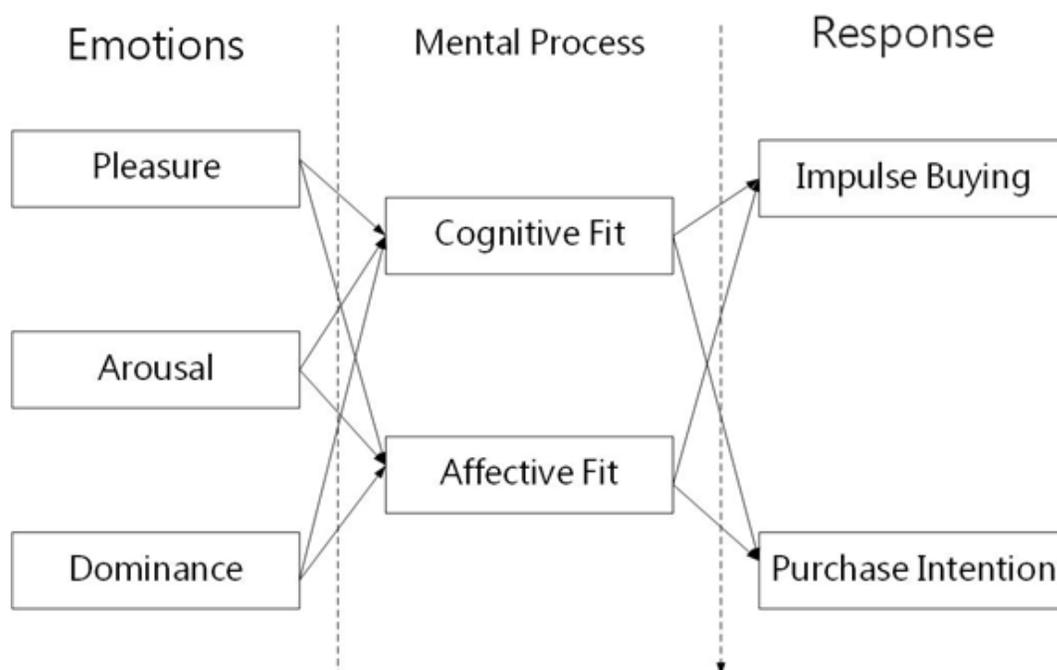
### ***Purchase intention***

Purchase intention is defined as consumers will select and purchase a certain part of the commodities (Grewal, Krishnan, Baker, & Borin., (1998); it can also be named as the planned purchase; seeing the products, consumers will first consider if it is necessary, then, collect the relevant information. During the purchasing process, consumers may, through the media online, secure the product information and many netizen's messages to enhance consumers' purchasing intention. Therefore, this study is attempt to explore diverse Scarcities of the information presentation and advance consumers' different cognitions and emotional decision, further to generate the reflection of planned purchase.

### **Research Model**

This study is primarily to explore the influence of consumers' emotion to impulsive buying behavior under the information presentation of diverse product scarcities in the process of hunger marketing. Mehrabian and Russel (1974) proposed three P-A-D emotion dimensions respectively as Pleasure, Arousal, and dominance which was mainly used to weight consumers' emotional reflection during the consuming activity; in addition, Weinberg and Gottwald (1982) assumed, impulsive buying can be defined by three aspects as Cognition, Emotion, and Reflection. Therefore, it is using the supplying time, limited quantity, and high-value/budgeted products, under diverse scarcities information stimulations, to explore the mental process of customers' cognitive fit and affective fit, further to produce the reflection of impulsive buying. The studying pattern is shown as Figure 1.

**Figure1. Research Model**



## **Research Hypothesis**

### ***Pleasure to cognitive fit and affective fit***

Pleasure is defined as the consumers' comfortable, merry, happy, and satisfactory sense under an environmental stimulation (Bakker, Voordt, Vink, & Boon, 2014). Researchers are highly aware of the relevance between satisfaction and active emotion, such as happiness (Wirtz & Bateson, 1999), and present that simply relying on the uncertain cognition process cannot completely interpret the formation of satisfaction. The importance to comprehend the influence of satisfaction has been supported by researcher nowadays (Bagozzi, Gopinath, & Nyer, 1999; Caro & Garcia., 2007; Eroglu et al., 2003; Li, Kim, & Lee, 2009; Matilla & Wirtz., 2000; Wirtz & Bateson., 1999). Even though most researchers seem to assume that satisfaction needs the cognitive and emotional process, there is still a dispute existed, i.e. the relation of other variables among impacts and molds (Gounts & Gountas, 2007). Some assumed, influence is an independent factor to predict satisfaction degree (Oliver, 1993) while the others assumed that influence may adjust the correlation between cognitive evaluation and satisfactory degree (Menon & Dube, 2000). Thus, the positive image created by cognitive fit and affective fit expresses the increase of mental pleasure; on the contrary, should the negative image be created by the same, the pleasure obtained could be insufficient. In summary, this study presents the following hypotheses:

H1: A positive influence of pleasure to cognitive fit.

H2: A positive influence of pleasure to affective fit.

### ***Arousal to cognitive fit and affective fit***

Arousal is defined as consumers' excited, simulative, and nimble sense under an environmental stimulation (Bakker & Boon, 2014). To make a decision, through a higher arousal, may save lots of time and consider less information it should; adopting a simple decision can be attributed to high arousal ending up consumers' capability of cognitive process (Matthews & Davies, 2001). Consumers can be easily aroused by others' emotional expression. Adjusting the level of arousing stimulation volume can possibly control or initiate different experiencing courses, further to design the product experience laying stress on emotional orientation (Deng Jian-quo and Zhang Ming-zen., 2008). Therefore, the positive impression created by cognitive fit and affective fit expresses the increase of psychological arousal; otherwise, the negative impression created by the same may decrease the arousal. In summary, this study proposes hypotheses as follows:

H3: Positive influence of arousal to cognitive fit.

H4: Positive influence of arousal to affective fit.

### ***Dominance to cognitive fit and affective fit***

Dominance is defined as, under an environmental stimulation, consumers' perception of their controlling level or the free level in activities (Bakker., van der Voordt., Vink., & de Boon. 2014). Yani-de-soriano and Foxall (2006) has proved that dominant status becomes very important when there are not many choices left. Hui and Bateson (1991) manifested, the perceptive control to a consumer is a structure tightly connected with dominant status and develops the significant function in the jam-packed environment. In summary, this study presents hypotheses as follows:

H5: Positive influence of dominance to cognitive fit.

H6: Positive influence of dominance to affective fit.

### ***Cognitive fit to impulsive purchase and intentional buying***

Cognitive fit is defined as the consistent level of the consumers' mental process and the product information presentation on webpages after consumers purchase products from the said webpages (Gillespie, Muehling, & Kareklas, 2018). Rook and Fisher (1995) indicated in their studies that the trait of impulsive purchase is consumers who might be involuntarily and instantly partial to make decision while the highly impulsive

consumers will be more easily than other consumers to complete an unplanned buying action under the exterior stimulation. Therefore, this study presents hypotheses as follows;

H7: Positive influence of cognitive fit to impulsive purchase.

H8: Positive influence of cognitive fit to buying intention.

### ***Affective fit to impulsive purchase and intentional buying***

Affective fit is defined as the consistent level of the information presentation imbedded in products and the emotional status upon consumption (Gillespie, Muehling, & Kareklas, 2018). Beatty and Ferrell (1998) verified, the relation between individual status and impulsive purchase specifies --- the more positive in emotional status, the more influencing onto consumers' impulsive purchase. Weinberg and Gottwald (1982) indicated, to reinforce the behavior of impulsive purchase must manage to have consumers' emotional reflection reach its maximum value. Therefore, this study presents hypotheses as follows:

H9: Positive influence of affective fit to impulsive purchase.

H10: Positive influence of affective fit to buying intention.

## **Conclusion**

This study is primarily to explore diverse scarcity product information that may induce different emotion reflection, through hunger-marketing context design of the time limit, limited quantity, and high/moderate product to comprehend the mental process of consumers' emotion, cognitive fit and affective fit, as well as the influence of their behavior intention (impulsive purchase and buying intention).

## **REFERENCES**

- Bakker, I., van der Voordt, T., Vink, P., & de Boon, J. (2014). Pleasure, arousal, dominance: Mehrabian and Russell revisited. *Current Psychology*, 33(3), 405-421.
- Chen, Y., Kuo, C.J., Jhan, Y., & Chiu, P. (2014). Hunger marketing on smartphone. Proceedings of PICMET '14 Conference: Portland International Center for Management of Engineering and Technology; Infrastructure and Service Integration, 1950-1957.
- Dubé, L., & Menon, K. (2000). Multiple roles of consumption emotions in post-purchase satisfaction with extended service transactions. *International Journal of Service Industry Management*, 11(3), 287-304.
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2003). Empirical testing of a model of online store atmospherics and shopper responses. *Psychology & Marketing*, 20(2), 139-150.
- Gillespie, B., Muehling, D. D., & Kareklas, I. (2018). Fitting product placements: Affective fit and cognitive fit as determinants of consumer evaluations of placed brands. *Journal of Business Research*, 82, 90-102.
- Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998). The effect of store name, brand name and price discounts on consumers' evaluations and purchase intentions. *Journal of Retailing*, 74(3), 331-352.
- Lee, G. Y., & Yi, Y. (2008). The effect of shopping emotions and perceived risk on impulsive buying: The moderating role of buying impulsiveness trait.
- Machleit, K. A., & Eroglu, S. A. (2000). Describing and measuring emotional response to shopping experience. *Journal of Business Research*, 49(2), 101-111.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. the MIT Press.
- Oliver, R. L. (1993). Cognitive, affective, and attribute bases of the satisfaction response. *Journal of consumer research*, 20(3), 418-430.
- Rook, D. W., & Fisher, R. J. (1995). Normative influences on impulsive buying behavior. *Journal of consumer research*, 22(3), 305-313.
- Weinberg, P., & Gottwald, W. (1982). Impulsive consumer buying as a result of emotions. *Journal of Business research*, 10(1), 43-57.
- Wirtz, J., & Bateson, J. E. (1999). Consumer satisfaction with services: integrating the environment perspective in services marketing into the traditional disconfirmation paradigm. *Journal of Business research*, 44(1), 55-66.