



温州肯恩大学

WENZHOU-KEAN UNIVERSITY

Clarifying the impact of hunger marketing strategy in buyers' purchase behaviors of bubble milk tea

In Partial Fulfillment of the Requirements
for the Bachelor of Science in Accounting

by

WU Zeyuan

1025902

May, 2020

**Clarifying the Impact of Hunger Marketing Strategy in Buyers' Purchase
Behaviors of Bubble Milk Tea**

Wu Zeyuan

1025902

Wenzhou Kean University

ABSTRACT: The purpose of this research is to investigate how does customers' buying behavior affected by hunger marketing strategy in the bubble milk tea market. We construct the mechanism related to hunger marketing based on Chen's (2014) and Wu's (2011) models, and then design a questionnaire to collect data to analyze our hypothesis. The amount of valid questionnaires is 156. We adopt convergent validity and discriminant validity to test the reliability of all statistics, and then use path analysis to examine whether the coefficient between each variable is significant. From the analysis results, all proposed hypotheses are significant. We find that hunger marketing has significant impact on perceived quality and perceived uniqueness, and both of these two factors can affect Perceived Value positively, thus motivating customers to conduct Buying Behaviors. These results indicate the importance of perceived quality and perceived uniqueness when marketer in bubble milk tea market considering adopting hunger marketing strategy, since they have a significantly positive influence on perceived value, and the influence can affect their buying decision.

Keywords: *hunger marketing; buying behavior; bubble milk tea; perceived quality; perceived uniqueness; perceived value*

I. INTRODUCTION

Restricting the opportunity to possess or experience an object implies product scarcity (Oses-Eraso, Udina, and Viladrich-Grau, 2008). For most people, scarcity means a loss of freedom, and to eliminate this kind of loss, people tend to desire products that have product scarcity. This loss also influences the perceived value of those objects, thus impacting consumers' behaviors (Lynn, 1991). For example, iPhone, when was launched in 2014, was considered the revolution in the mobile phone market. Every time a new version was introduced, this brand can always bring about an upsurge among customers around the world (Molla, 2017). This was partly due to its new design and functionality, but more because of a strategy called Hunger Marketing adopted by Apple that deliberately uses product scarcity as a marketing tool. Also, Nintendo's Game Boy cartridges adopted a similar strategy and thus caused a buying frenzy among their consumers (Anon, 1989).

Many industries use Hunger marketing as their management tool, and the food and beverage industry cannot be ignored. Bubble tea industry is one of the industry which use the Hunger Marketing efficiently. Bubble tea is a drink that consists either of milk or tea, or both. Customers can choose whatever they like to add into the beverage, such as the most popular tapioca pearls (black chewy jelly-like balls also known as boba), sweet red beans, and taro balls (Pangkey, V. F., Lapian, S. J., & Tumewu, F., 2016). In China, bubble milk tea is currently a big market. According to the statistics, the sales volume of comprehensive drinks is expected to exceed 60 billion yuan in 2019 (Chen, 2019). However, with the big market in Bubble Tea, the competition grew also. In order to gain more profit, bubble tea brands started to adopt Hunger Marketing to motivate customers to buy and received a good result (Ge, 2017). However, even though many bubble tea brands use Hunger Marketing to achieve growth and success, the impact of Hunger Marketing in the bubble tea market receives little attention among marketing research. Obviously, the success of Hunger Marketing depends on many conditions. Though previous studies have generally examined consumers' attitudes towards scarce bubble tea, they have failed to explain their behaviors to such scarce environments (Nichols 2012). Questions like how do consumers react still remain unanswered in the marketing literature. An in-depth understanding of this strategy is still absent from extant literature.

Therefore, the study aimed to investigate how does customers' buying behavior affected by hunger marketing strategy in bubble milk tea market.

In order to examine the influence of Hunger Marketing strategy, we construct the model related to Hunger Marketing according to the prior studies which have a similar topic, and then design the questionnaire in order to collect data. For the reliability test of the data, we use the convergent validity to prove the internal consistency of items below each variable, and use discriminant validity to test whether each variable is distinct and the degree that they are distinct from each other. Path analysis is adopted to test the relationship between each variable. Finally, the results of the analysis indicate that all hypothesis are significant. Perceived Quality and Perceived Uniqueness, positively affected by Hunger Marketing, show a significant positive impact on Perceived Value which significantly promoted customers' buying behavior of bubble

milk tea.

This study contributes to literatures from some perspectives. Firstly, the research results could provide some references for the bubble milk tea stores in reality. This research discusses the impact of Hunger Marketing, which is a common marketing strategy in competitive bubble milk tea market. For these stores, they can improve their marketing decisions according to my results. Furthermore, due to the importance of Perceived Quality and Perceived Uniqueness shown in this research, when business man use hunger marketing strategy to attempt to influence customers' buying behaviors, they should consider and analyze the quality and distinctiveness of their products.

Finally, this research provides more considerations and ideas for the application of Hunger Marketing strategy. There is few study discussing the topic and its related mechanisms, thus the research can facilitate the development of the theory of product scarcity.

The remainder part is organized as follows. The next section contains some prior relevant literatures, and then hypotheses are developed based on the model in the section 3. In section 4, we explain the methodology and sample that we adopted. The analysis results of main test and reliability test are also discussed in this section. In section 5 and 6, we give some discussions and draw the conclusion.

II. LITERATURE BACKGROUND

Bubble Milk Tea

Bubble tea is a kind of beverage which is consisting of either milk or tea, or both. Customers can add tapioca pearls, sweet red beans, taro balls such kind of small desserts in to it (Pangkey, V. F., Lapian, S. J., & Tumewu, F., 2016). It is a newly emerging beverage in China. Under the new era, the bubble tea has developed rapidly through its own innovation and unique chain joining mode. Almost every Chinese city is now covered by bubble tea shops (Shi, 2016). However, in order to get more profit from the competitive market, some bubble tea brands started to adopt Hunger Marketing to stimulate customers' buying intention. Take HEYTEA as example, the store will regulate the product's quantity, supply time and other methods to create a situation that demand exceeds supply. As a result, the desire of consumers to buy will be quickly improved. Finally, the enterprise recognition and brand image of the store can be promoted as soon as possible. In the process of applying hunger marketing strategy, some measures are taken to control the purchase. The most obvious purchase control measures are meal taking control, quantity limited control and purchase condition control (Ge, 2017).

This study aims to study the impact of hunger marketing on buyers' buying behavior of Chinese bubble tea market, and the result may provide some references for strategic operation of bubble tea brands in China.

Hunger Marketing

Based on the economic theories, if the demand remains the same but the supply decreases, the price will increase (Hicks, 1959; Lynn, 1992). Some researchers also pointed out that the scarcity of products will affect the ability of customers to evaluate

information and product (Suri and Monroe, 2007). Besides, scarcity can also be caused by restrictions on supply. Therefore, through the limitation of goods supply, customers' ways to process product information and their buying behaviors can be influenced (Jung and Kellaris, 2004; Lynn, 1991). Hunger Marketing is one typical marketing strategy that used scarcity strategy in this operation principle. According to the previous literatures, Hunger Marketing is used by merchandise suppliers to intentionally restrict the goods supply, in order to affect customers and achieve the excessive demand (Chen, Kuo, Jhan, & Chiu, 2014). The Restriction in product supply will results in the desirability of people to purchase these products. Actually, people desire possessing scarce goods conveys people's pursuit of individual uniqueness (Lynn, 1992).

Perceived Uniqueness

Snyder and Fromkin (1980) used experiments to prove that people have strong motivation to be unique and hope to stand apart from the crowd. The researchers have long analyzed the psychological theory about the desire of people to insist one's individuality and personality. They all pointed out that human indeed had a need for unique and individual identity (Rank & Atkinson, 1989; Fromm, 1994; Horney, 1937; Maslow, 1962). Some product purchases aim to satisfy purchaser's social desires (Gierl et al., 2008). Among these desires, a significant one is the pursuit of uniqueness, and the most common way of differentiating ourselves from others is to possess unique products (Fromkin, 1970; Snyder, 1992). If the companies use uniqueness to attract customers, it can make consumers think the products are popular and fashionable, so consumers are willing to purchase the product (Amaldoss and Jain, 2005).

Perceived Quality

In Grönroos's literature (1984), service quality is defined as the inner judgment of customers' expectations with the service they perceive to receive. High quality of service or product can assure customer's experience. If customers feel satisfied with the quality they perceived, they are more likely to be willing to pay for what they have enjoyed (Boon-itt, 2015). Otherwise, according to the research by Chumpitaz Caceres and Paparoidamis (2007), perceived quality of a brand will influence a customer's decision making. Also, it directly affects the consumers' brand loyalty.

Perceived quality will be affected by many factors, such as customers' experience, education level, purchase situation and so on (Jacoby & Olson, 1985). Likewise, perceived quality is the customers' subjective and inner judgements about what they see and touch. Therefore, perceived quality results in customer's preference for the product which is famous or they are familiar with. Then, further than that, customers always believe that a famous brand has higher quality comparing with new brands. (Ajay & Murthi, 2008). Hence, perceived quality can affect consumer behaviors so that customers would like to spend large amount of money to purchase high perceived quality products.

Perceived Value

Customer perceived value is the comparison result of the perceived overall benefits

and total costs perceived by the customer (Zeithaml, 1988). Perceived value is customers' subjective thought of a product. Only customers, not the service provider or product manufacture, can evaluate and judge whether the product or service provides value for them. Therefore, perceived can be regarded to be very personal and private (Parasuraman et al., 1985). Consumers' buying intention comes from the perceived value. When the perceived value is higher than the actual value, the buying intention will be relatively lower (Zeithaml, V. A., 1988).

Buying Behavior

According to previous literatures, customers' buying behaviors is a process which includes searching, selecting, purchasing, using, and evaluating of products and services (Kotler & Keller, 2012; Schiffman & Kanuk, 1991). In other words, buying behavior contains all process and activities people engage in during the decision-making process (Engel, Blackwell, & Miniard, 1993). Consumer buying behavior is influenced by two sorts of factors, individual and environmental. For individual level, there are mainly consumers' perception, motivation, life styles such kind of personal affecting factors. Environmental factors refer to items which are outside of the individual, including culture, social class, and family (Blackwell, Miniard, and Engel, 2006). This study is primarily aimed at researching the customers' buying behaviors towards a certain brand of Bubble tea

III. RESEARCH MODEL & HYPOTHESIS DEVELOPMENT

(1) Relationship between hunger marketing and perceived uniqueness

Being different or standing out from the crowd is one of the social desires of many people, how to distinguish themselves from others is a question they always try to answer (Fromkin, 1970; Snyder, 1992). According to some previous literatures, the scarce possessions can not only bring social status but also satisfy customers' need for individual recognition (Snyder, 1992). Therefore, in order to satisfy their pursuit of uniqueness, customers regard scarce products as attractive options for them (Amaldoss and Jain, 2005). Hunger marketing means using scarcity strategy in the operation. Scarcity also means limited, therefore, it could be one of the answers to the question. In other words, customers can regard the product is unique when it is scarce (Wright et al., 2004). Based on the analysis above, the following hypothesis is suggested:

H1. Hunger marketing strategy is positively associated with the perceived uniqueness

(2) The relationship between hunger marketing and perceived quality

Psychological researchers have already investigated scarcity's effect on customer thoughts about a product (see Pratkanis and Farquhar 1992 for a review) Lynn (1992) mentioned that a large group of people had wrong understanding about the economic theory. They simply thought if goods are scarce, they should have higher quality or higher price. Otherwise, Stock and Balachander (2005) has pointed out in their research that the scarcity of goods could become a credible signal of high quality if the amount and price was considered also. Based on above analysis, the following hypothesis is

suggested:

H2. Hunger marketing strategy is positively associated with the perceived quality.

(3) The relationship between perceived uniqueness and perceived value

Based on the results of prior researches, when consumers plan to purchase a product for their desires of uniqueness, if the perceived uniqueness increases, the value of the product in their mind will also promote at the same time. Likewise, the perceived uniqueness of one product will be less when there are more people owning it (Worchel et al., 1975). Such kind of situation is common. For example, a brand changed its marketing strategy and focused on customize toolkit for customers, as a result, the perceived uniqueness of the customer service improve the value of the toolkit in customers' conscious (Franke and Schreier, 2007). Based on the above, the following hypothesis is suggested:

H3: Buyers' perceived uniqueness of bubble milk tea is positively associated with their perceived value.

(4) The relationship between perceived quality and perceived value

Price is considered to be positively correlated with quality (Lapierre, 2000; Teas and Agarwal, 2000). According to prior literatures, when price increases, consumers' perceptions of value will decrease meanwhile. Similarly, when the quality of produce increases, their perceived value increases. Other researchers have already proved there exists positive relationship between perceived quality and perceived value using other machines (Sweeney et al., 1999; Teas and Agarwal, 2000). Based on the above, the following hypothesis is suggested:

H4. Buyers' perceived quality of bubble milk tea is positively associated with their perceived value.

(5) The relationship between perceived value and customers' buying behaviors

Based on prior literatures, value is a key factor which will affect consumers' buying behavior (Holbrook and Corfman, 1985; Kashyap and Bojanic, 2000; Cronin et al., 1997; Cronin et al., 2000; Sánchez-Fernández & Iniesta-Bonillo, 2007; Kuo et al., 2009; Ye and Potter, 2011). Perceived value is a balance between what customers think they can get and what they think they lose during the transaction (Monroe and Krishnan, 1985; Wu & Hsing, 2006; Cronin et al., 1997; Kuo et al., 2009; Cronin et al., 2000). Hence, if the customers think the value of products that they received satisfy their requirements, their buying consciousness can be motivated. Therefore, the hypothesis is proposed:

H5. Perceived value of bubble milk tea is positively associated with customers' buying behaviors.

According to researches mentioned above, in this study, we assume that perceived quality and perceived uniqueness play an intermediate role between hunger marketing and perceived value, and then perceived value will influence customer's buying behavior. The research framework is shown in Figure. 1. In the model, buying behavior

is assumed as a dependent variable, hunger marketing is set as predict variable, and perceived quality, assumed expensiveness and perceived uniqueness are set as mediating variables.

IV. STATISTICS METHOD & EMPIRICAL RESULTS

Sample & Data Collection

In order to study buyers' purchase behavior of bubble milk tea in China, researcher decided to adopt the survey method to collect data. In the first section, the questionnaire items related to the characteristics of respondents were placed here, including (1) gender, (2) age, (3) education, (4) occupation, (5) monthly income. Then, based on the framework model of this study, researcher listed several questions under each variable to understand the operating theory of hunger marketing strategy adopted by bubble milk tea market. Those variables were perceived quality, perceived uniqueness, buying behavior and hunger marketing attitude. For questions above, except the demographic questions, respondents were asked to answer each question based on their level of agreement towards each statement. The level used a seven-point Likert scale to represent. 1 represented this item was strongly disagree and 7 represented this item was strongly agree.

Alternatively, for the data sample size, according to Cohen & Cohen (1983), Harris (1985), and Green (1991) Model, the minimum sample size of the research should be calculated with two formulas:

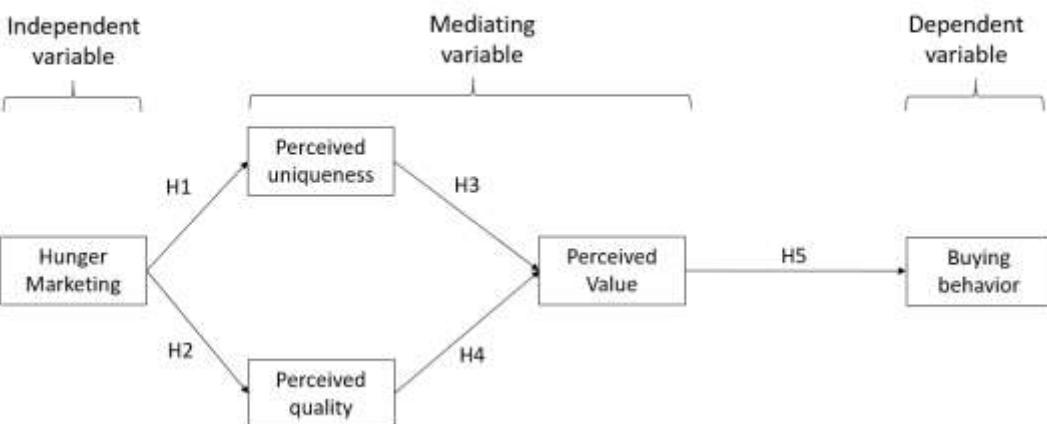
Based on multiple R² ($N > 50 + 8p$);

Based on beta weights ($N > 104 + p$).

P means number of independent variables. This study had one independent variable, so p=1, and the minimum sample size should not be smaller than 104.

The questionnaires of this study were randomly given to the students chatting group and some public communication platforms such as WeChat Circle of Friends and Qzone of QQ. When respondents answered the questionnaire, they would be firstly asked whether they had the habit of drinking bubble milk tea. After eliminating part of people who did not drink bubble milk tea, the rest of the respondents would be valid. In developing the questionnaire, we used the extant literatures as references but adapted some parts to serve the purpose of the study. These questions referred to the questionnaires of Chen & Sun (2014) and Wu, Lu, Wu, & Fu (2011).

FIGURE 1
Research Model



Analysis Method

After collecting data, in order to assess the level of internal consistency between each item under variables, convergent validity analysis was adopted to test it in this research. Additionally, discriminant validity analysis was used to examine the uniqueness of each construct. Then, I used Amos to do path analysis to examine whether the relationship was significant to prove the hypotheses.

Respondents Descriptive

Finally, after the deduction of invalid questionnaires, a total of 156 questionnaires were valid.

A descriptive of respondents are shown in the Table 1. The descriptive shows that among the respondents, female is about 69%, and male is only 31%. The proportion of female is more than male. About age, most of the respondents are aged between 18 and 24 years old. In education, respondents who are from bachelor make up a large majority. Finally, in regard to monthly income, most of respondents have monthly income below 3000 RMB. In addition, about the purchase of bubble milk tea of limited-amount version, a descriptive is shown in Table 2. The result shows that a small portion of respondents do not drink bubble milk tea, and more than a half of respondents will drink bubble milk tea more than 3 times a month. For the question that have ever tried to buy bubble milk tea of limited-amount version, respondents are almost evenly split between yes and no, but the proportion of those who choose “yes” is still higher. Therefore, the results indicates that most respondents had experiences of purchasing bubble milk tea of limited-amount version, and the data collected can be used to analyze the relationships between variables.

TABLE 1
Buyers Descriptive

Description	Frequency	%
<i>Gender</i>		
Male	49	31.41%

Female	107	68.59%
<i>Age</i>		
<18	5	3.21%
18-24	74	47.44%
25-31	43	27.56%
32-38	22	14.10%
39-45	6	3.85%
≥46	6	3.85%
<i>Education</i>		
Less than high school	0	0.00%
High school	12	7.69%
Some college	22	14.10%
Bachelor's degree	104	66.67%
Masters of higher	18	11.54%
<i>Monthly income</i>		
Below ¥1,500	29	18.59%
¥1,500-¥2,999	35	22.44%
¥3,000-¥4,499	19	12.18%
¥4,500-¥5,999	20	12.82%
¥6,000-¥7,499	13	8.33%
¥7,500-¥8,999	23	14.74%
¥9,000 or more	17	10.90%

TABLE 2
Purchase Descriptive

Description	Frequency	%
<i>Times you drink bubble milk tea per month</i>		
0	7	4.49%
1	16	10.26%
2	34	21.79%
3	35	22.44%
4	22	14.10%
≥5	42	26.92%
<i>Have you ever tried to buy bubble milk tea of limited-amount version?</i>		
Yes	83	53.21%
No	73	46.79%

Measurement Results for Relevant Research Variables

Table 3 presents the descriptive statistics by questionnaire items for each research variable, which includes mean values and standard deviations. For hunger marketing,

the higher extent of agreement is shown on item HM3 (5.3141), and the lowest extent is shown on item HM2 (5.1218). The result shows that respondents have a positive evaluation on each item of Hunger Marketing. For the mean score of Perceived Uniqueness, item PU3 (5.141) and item PU5 (4.5) are the highest and lowest extents of agreement respectively. It shows that not everyone thinks owning bubble milk tea of limited-amount version can make them feel unique, and there are relatively large amount of respondents have negative thoughts of Perceived Uniqueness in this survey. The highest and lowest extents of agreement of Perceived Quality are shown on item PQ3 (5.0769) and item PQ2 (4.8846). It shows most respondents think that bubble milk tea of limited amount version will have reliable and good quality. The mean scores of Perceived Value are all about 4.9. That is, most respondents have negative judgement of Perceived Value, and they think this cup of bubble milk tea is not a good buy and is not good value for money. The last construct of Buying Behavior with the highest extent of agreement BB2 (5.1218) and the lowest BB1 (4.9231) indicates that respondents who have higher judgement of Perceived Value will be more likely to do buying behavior.

Table 3
Descriptive analysis for questionnaire items (n = 156)

Factor	Item	Mean	SD
Hunger Marketing(HM)	HM1	5.2051	1.35703
	HM2	5.1218	1.25129
	HM3	5.3141	1.29915
Perceived Uniqueness(PU)	PU1	5.0064	1.27252
	PU2	4.5962	1.39944
	PU3	5.141	1.35575
	PU4	4.5769	1.51141
	PU5	4.5	1.50483
Perceived Quality(PQ)	PQ1	5.0064	1.38423
	PQ2	4.8846	1.33422
	PQ3	5.0769	1.36565
	PQ4	5.0769	1.33701
	PQ5	5.0641	1.29853
Perceived Value(PV)	PV1	4.8718	1.3282
	PV2	4.9359	1.39436
	PV3	4.8526	1.35744
	PV4	4.859	1.43886
	PV5	4.9808	1.4612
Buying Behavior(BB)	BB1	4.9231	1.4482
	BB2	5.1218	1.32637
	BB3	4.7949	1.42203
	BB4	4.9423	1.4244

Convergent Validity Analysis

According to the previous journals, Convergent validity means the consistency of multiple items when they measure the same construct. Factor loadings, average variance extracted (AVE), and composite reliability (CR) can be used as indicators to test the convergent validity in the research (Bagozzi and Yi, 1988; Steenkamp and Van Trijp, 1991). Therefore, they are included to test the reliability. Additionally, Cronbach's Alpha can also be used to measure the reliability. Based on the prior literature, the closer Cronbach's alpha coefficient is to 0.7, the greater the internal consistency of the items in the scale (Warmbrod, 2014). The results have been shown in the Table 4. All AVE values are higher than 0.5, and all CR values exceed 0.7. Additionally, the factor loadings of each item are higher than 0.7. Thus, these results indicate the acceptable convergent validity of items (Hair et al., 2003).

TABLE 4
AVE, CR and factor loading of construct measurement

Variables	No.of Items	AVE	CR	Cronbach's Alpha	Factor loadings
Hunger	3	0.626	0.708	0.694	
Marketing(HM)					
HM1					0.802
HM2					0.708
HM3					0.849
Perceived Uniqueness(PU)	5	0.624	0.891	0.889	
PU1					0.744
PU2					0.866
PU3					0.797
PU4					0.864
PU5					0.88
Perceived Quality(PQ)	5	0.564	0.873	0.873	
PQ1					0.802
PQ2					0.786
PQ3					0.823
PQ4					0.83
PQ5					0.83
Perceived Value(PV)	5	0.579	0.893	0.894	
PV1					0.744
PV2					0.866
PV3					0.797
PV4					0.864
PV5					0.88
Buying	4	0.669	0.890	0.888	

Behavior(BB)	
BB1	0.856
BB2	0.829
BB3	0.869
BB4	0.907

Discriminant Validity Analysis

Discriminant validity analysis is always used to measure whether the variable can be distinct from other variables and the degree to which it differs from others. (Hair et al., 2006). From the previous studies, the root square of the AVE of a construct can be used to indicate the discriminant validity, and in order to prove the discriminant validity, the root square of AVE of a variable should be larger than its correlation coefficients with other variables (Chin, 1998; Fornell and Larcker, 1981). Results have been shown in the Table 5. The values of root square of AVE are presented on the diagonal, and they are higher than corresponding inter-factor squared correlations below the diagonal. Hence, the discriminant validity of this study has passed the test and almost all variables are distinct.

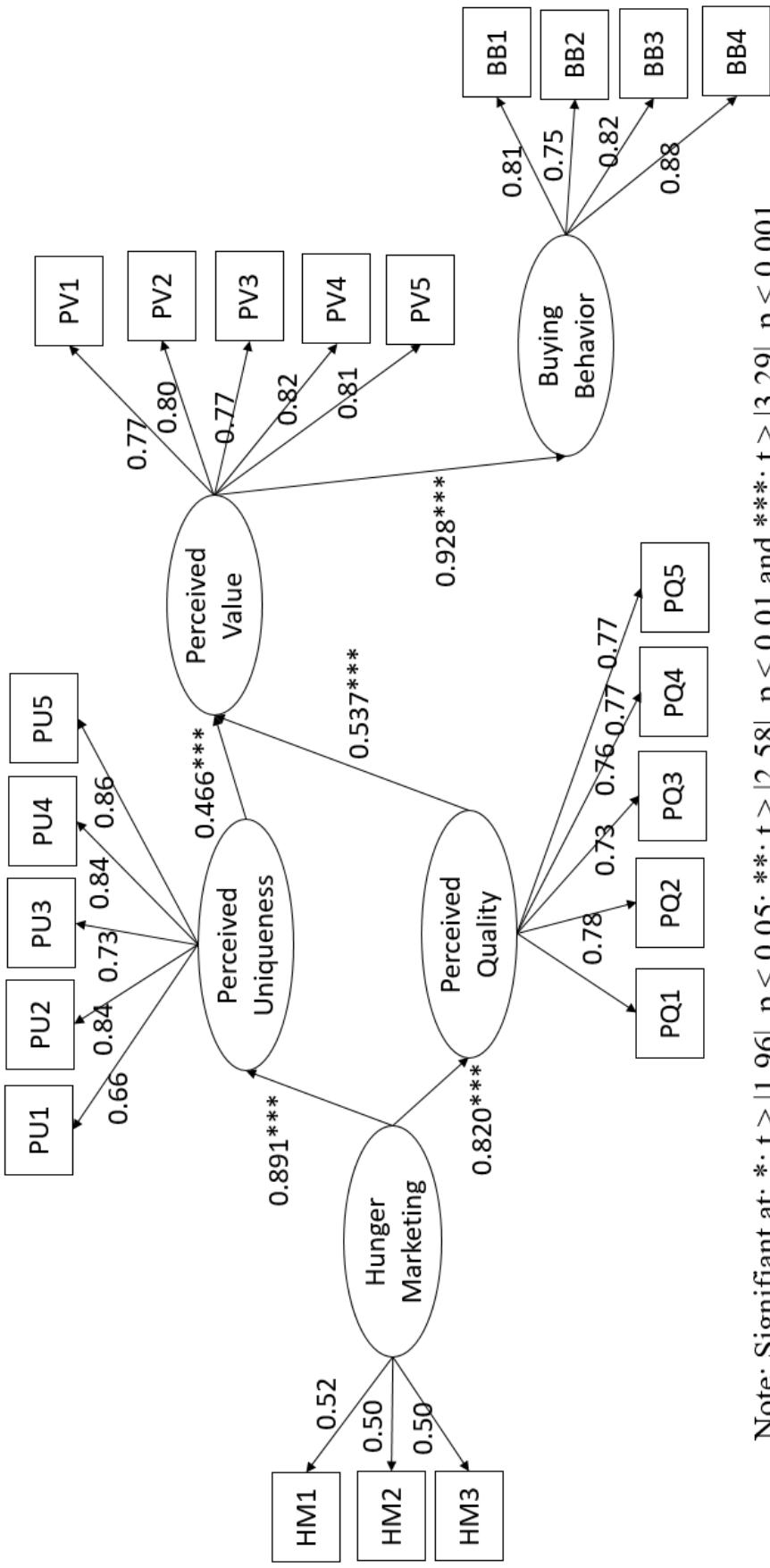
TABLE 5
Construct Correlations and Square Root of AVE to Test Discriminant Validity

	PV	PU	HM	PQ	BB
Perceived Value	0.938				
Perceived Uniqueness		0.882	0.808		
Hunger Marketing			0.605	0.671	
Perceived Quality				0.503	0.810
Buying Behavior					0.761
					0.818

Statistical Results

After testing the convergent validity and discriminant validity, the study Amos to do the path analysis in order to test the hypotheses. All results are shown in Figure 2. They indicate all hypotheses are not rejected. The results shows that Hunger Marketing has significantly impact on Perceived Uniqueness and Perceived Quality, and both of them significantly promote Perceived Value. Also, there is positive correlation between Perceived Value and Buying Behavior. In conclusion, the results show the importance of hunger marketing, perceived quality, and perceived uniqueness in Chinese consumers' buying behavior of bubble milk tea of limited-amount version.

FIGURE 2
Path Analysis Results



Note: Significant at: *: $t > |1.96|, p < 0.05$; **: $t > |2.58|, p < 0.01$ and ***: $t > |3.29|, p < 0.001$

V. DISCUSSION

The number of previous researches about hunger marketing strategy is limited, even if there are some studies discussing the similar topic, but different markets may have different results. The issue of how Hunger Marketing strategy affects buyers' thoughts to purchase bubble milk tea of limited-amount version still does not have a clear answer, and there is few research to study this topic in the past.

Based on the study of Chen (2014) and Wu (2011), this study designed research structure to clarify the impact of Hunger Marketing strategy on customers' Buying Behavior of bubble milk tea. The empirical results examined and provided support for the proposed hypothesizes. The results showed that Hunger Marketing had significant impact on Perceived Quality and Perceived Uniqueness. The analysis results examined the impacts of Hunger Marketing that conformed to the study of Chen (2014) and Wu (2011). Furthermore, Perceived Quality and Perceived Uniqueness also showed their significant influence on customers' Perceived Value of products. The results indicated the importance of high quality of products and customers' perceived uniqueness in attracting customers to purchase bubble milk tea. In conclusion, the results of this study indicated that restricting the supply of bubble milk tea can cause customers' perceived scarcity of the bubble milk tea, and then, their perception of product uniqueness and quality can be promoted. The positive impact of these two factors will enhance customers' perceived value of bubble milk tea and make them to conduct buying behaviors.

Reliability & Validity

Firstly, the model of this research is constructed based on the research models of Chen's (2014) and Wu's (2011), but there are still some differences. Comparing with the original model, the main differences are the consideration of Assumed Expensiveness and Perceived Sacrifice. Both in Chen's (2014) and Wu's (2011) researches, Assumed Expensiveness was considered as the mediating variable between Hunger Marketing and Perceived Uniqueness, and Hunger Marketing and Perceived Quality. Based on the economic theory, the scarcity of product will make its price higher. According to some researchers' perspectives (Koford and Tschoegl, 1998), the scarcity of product can serve as a cue to motivate people to be willing to pay higher price because of the scarcity and unavailability. Furthermore, based on Monroe and Krishnan's (1985) price-perceived quality model, high price often means high perceived sacrifice. However, some studies also pointed out that most customers just thought if a product was scarce it should have higher quality or higher price. Thus, perceived quality and produce price can be regarded to be affected by scarcity separately. In order to make it clear and direct, I choose to delete assumed expensiveness and its subsequent perceived sacrifice.

Secondly, after collecting the data, in order to test the reliability and validity, I used convergent validity to test the internal consistency, and adopted discriminant validity analysis to measure whether the variable can be distinctive. Finally, the results were good, and two tests have passed the requirements. Hence, the reliability and validity can be proven.

Theoretical Contribution

Based on the analysis results, there are implications suggested in this research. First, practically, the research results could provide references for the bubble milk tea companies to analyze their existing market, and forecast the market responses to the hunger marketing strategy they adopted. Bubble milk tea companies can adopt and make good use of the result, so as to improve their marketing strategy decision process. Also, the study can help these companies to avoid the gap between their expectations for the market and the actual situation.

Second, in this research, the hunger marketing strategy adopted by bubble milk tea stores has been proved to affect perceived quality and perceived uniqueness of their customers. In addition, quality and perceived uniqueness can influence customers' perceived value of products. Thus, when marketers use hunger marketing strategy to attempt to influence customers' buying behavior, they should consider and analyze the quality and distinctiveness of their products, the effect of these two factors can decide customers' thoughts about the products and then affect their decision making results.

At last, the more important thing is this research focused on bubble milk tea market can provide more ideas for the application of hunger marketing strategy, and also promote the further development of the theory of product scarcity.

VI. CONCLUSION

Bubble milk tea is a newly emerging beverage market in China, almost each city is covered by various milk tea stores. Due to the high competitiveness within this market, some bubble milk tea stores utilized people's curiosity and pursuit of rare things to cause an artificial situation in which supply falls short of demand, aiming to attract more customers and to possess more market share. Nowadays, making good use of customers' perceived scarcity to implement Hunger Marketing has been one common marketing strategy among bubble milk tea companies. The bubble milk tea of limited amount version even has higher prices, but the issue of how Hunger Marketing strategy affects buyers' thoughts to purchase bubble milk tea of limited-amount version still does not have a clear answer, and there is few research to study this topic in the past. Therefore, in order to investigate the influence of hunger marketing strategy on customers' purchase intention, this research created the model based on the prior literatures and designed questionnaire to collect data. During the data analysis, I tested the internal consistency of each item under variables and the uniqueness of each construct. At last, the results indicated all hypotheses were not rejected, and hunger marketing can affect perceived quality and perceived uniqueness positively, and then these two factors can significantly enhance customers' perceived value of bubble milk tea, and then motivate them to make purchase decision.

Even this research has proven the proposed hypotheses related to hunger marketing, there are still some limitations after reviewing the whole paper. The first one is about the defects of convenient sampling. Respondents lack of representative sample of population, thus further research may be limited due to this shortcoming. The other one is that bubble milk tea is a complicated market so many factors are not considered in the research. The relationship between Hunger Marketing and Buying Behavior

cannot be finished just based on a single empirical research. For future study, researchers can try to establish more mechanisms related to Hunger Marketing. Also, the sample size should be representative to reflect the actual situations of each population group. Hence, the comprehensiveness and credibility of the whole study can be promoted and enhanced a lot.

After reviewing the previous journals, I find there are still some weaknesses existing in my research. These weakness also provide some new thoughts and direction for further research. The first one is the disadvantages of convenient sampling. Data were mostly collected from young people, and the average age of respondents were relatively small. Thus, the following generalization of this study may be limited by the lack of representative sample of population. Even if the main customers of bubble milk tea are young people, the feedback and analysis of other age levels are also important and necessary for the future marketing plan. For further research, there is more time to spread the questionnaires and collect more data. To increase the external validity, researchers need to collect data from different demographics. Once the research has various representative sample of population, the accuracy and reliability of this study can be promoted a lot.

The second one is about other factors. Bubble milk tea is a large market, and various brands are trying to emerge this market, so customers' buying intention will be affected by lots of factors, such as brand reputation, customers' loyalty and so on. Therefore, the research of the relationship between Hunger Marketing and Buying Behavior about it cannot be completed on the basis of a single empirical study, and we need to be cautious when we generalize the results and findings. Future research can try to introduce more mechanisms related to Hunger Marketing, to enhance and promote the comprehensiveness and credibility of the whole study of this topic.

VII. APPENDIX

Part1:

1. Gender:
 - Male
 - Female
2. Age
 - <18
 - 18–24
 - 25–31
 - 32–38
 - 39–45
 - 46 and above
3. Highest level of education
 - Less than high school
 - High School
 - Some college

- Bachelor's degree
- Masters or higher

4. Monthly individual income

- Below ¥1,500
- ¥1,500-¥2,999
- ¥3,000-¥4,499
- ¥4,500-¥5,999
- ¥6,000-¥7,499
- ¥7,500-¥8,999
- ¥9,000 or more

5. How many times you drink bubble milk tea per month?

- 0
- 1
- 2
- 3
- 4
- 5 and above

6. Have you ever tried to buy bubble milk tea of limited-amount version?

- Yes
- No

Part2:

Manipulation check

This cup of bubble milk tea is a limited-edition product.

A. Hunger marketing

1. In my opinion, the bubble milk tea of limited-amount version is going to be sold out soon.
2. I think that many people will buy this bubble milk tea
3. I feel that the limited edition of this bubble milk tea will cause many people to buy

B. Perceived uniqueness

1. I perceive this cup of bubble milk tea as highly unique.
2. Possessing this cup of bubble milk tea makes me feel distinctive.
3. The bubble milk tea of limited-amount version is unique.
4. Owning the bubble milk tea of limited-amount version makes me out of the ordinary.
5. Owning the bubble milk tea of limited-amount version makes me unique.

C. Perceived quality

1. The bubble milk tea of limited-amount version will be worth drinking.
2. The quality of the bubble milk tea of limited-amount version is reliable.
3. The bubble milk tea of limited-amount version surely has good quality.
4. The taste of this cup of bubble milk tea would be good.
5. This cup of bubble milk tea would be delicious.

D. Perceived value

1. The cost/benefit of purchasing the bubble milk tea of limited-amount version fits my expectation.

2. The bubble milk tea of limited-amount version makes me want to drink it
 3. The expected price for this cup of bubble milk tea is acceptable
 4. This cup of bubble milk tea is considered to be a good buy.
 5. Owning the bubble milk tea of limited-amount version makes me pleasant
- E. Buying behavior
1. The likelihood of purchasing this cup of bubble milk tea is high.
 2. Overall speaking, I approve the entertainment of the bubble milk tea of limited-amount version, and I buy it if I had budget.
 3. Overall speaking, I want to buy the bubble milk tea of limited-amount version for its value.
 4. The probability that I would consider buying this cup of bubble milk tea is high.

VIII. REFERENCES

- Amaldoss, W. and Jain, S., 2005. Conspicuous Consumption and Sophisticated Thinking. *Management Science*, 51(10), pp.1449–1466.
- Anon, 1989. Nintendo goes Portable, Stores goes Gaga. *The Wall Street Journal*, 4(1), Oct.
- Bagozzi, R. P. & Yi, Y., 1988. On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), pp. 74-94.
- Blackwell, R.D., Miniard, P.W. and Engel, J.F., 2006. Consumer behavior. Mason (Ohio): Thomson/South-Western.
- Blackwell, R.D., Miniard, P.W., Rahman, Z.F. and Engel, J. undefined, 1993. Consumer behavior. 10th ed. Orlando: Dryden Press.
- Boon-Itt, S., 2015. Managing Service Quality of Self-Service Technologies to Enhance e-Satisfaction in Digital Banking Context - The Roles of Technology Readiness and Perceived Value. *Proceedings of the 17th International Conference on Enterprise Information Systems*.
- Caceres, R.C. and Paparoidamis, N.G., 2007. Service quality, relationship satisfaction, trust, commitment and business - to - business loyalty. *European Journal of Marketing*, 41(7/8), pp.836 – 867.
- Chen, H.-J. and Sun, T.-H., 2014. Clarifying the impact of product scarcity and perceived uniqueness in buyers purchase behavior of games of limited-amount version. *Asia Pacific Journal of Marketing and Logistics*, 26(2), pp.232–249.
- Chen, W., 2019. Analysis of Vertical Integrated Marketing Communication of New Type Tea Drinks——Taking HEYTA as an Example. *Rural Economy and Technology*, 30(16), pp.83–84.
- Chen, Y., Kuo, J., Jhan, Y. and Chiu, P., 2014. Hunger marketing on smartphone. *Infrastructure and Service Integration*, 2014(14).
- Chin, W. W., 1998. Issues and Opinion on Structural Equation Modeling. *MIS Quarterly*, 22(1), pp. vii-xvi.
- Cohen, J. & Cohen, P., 1983. Applied multiple regression/ correlation analysis for the behavioral sciences. 2 ed. Hillsdale, NJ: Erlbaum.
- Cronin, J., Brady, M.K. and Hult, G.M., 2000. Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), pp.193–218.
- Cronin, J.J., Brady, M.K., Brand, R.R., Hightower, R. and Shemwell, D.J., 1997. A cross - sectional test of the effect and conceptualization of service value. *Journal of Services Marketing*, 11(6), pp.375 – 391.
- Desai, P.S., Kalra, A. and Murthi, B., 2008. When Old Is Gold:The Role of Business Longevity in Risky Situations. *Journal of Marketing*, 72(1), pp.95–107.
- Fornell, C. & Larcker, D. F., 1981. Structural equation models with unobservable variables and measurement errors. *Journal of Marketing Research*, 19(1), pp. 39-50.
- Franke, N. and Schreier, M., 2007. Product uniqueness as a driver of customer utility in mass customization. *Marketing Letters*, 19(2), pp.93–107.

- Fromkin, H.L., 1970. Effects of experimentally aroused feelings of undistinctiveness upon valuation of scarce and novel experiences. *Journal of Personality and Social Psychology*, 16(3), pp.521–529.
- Fromm, E., 1994. Escape from freedom. New York: Avon.
- Ge, W.J., 2017. Practice Application Research of Hunger Marketing——Taking HEYTEA as an Example. *Commercial Economy*, 2017(08), pp.100–102.
- Gierl, H., Plantsch, M. and Schweidler, J., 2008. Scarcity effects on sales volume in retail. *The International Review of Retail, Distribution and Consumer Research*, 18(1), pp.45–61.
- Green, S. B., 1991. How many subjects does it take to do a regression analysis. *Multivariate behavioral research*, 26(3), pp. 499-510.
- Gronroos, 1984. A Service Quality Model and its Marketing Implications. *European Journal of Marketing*.
- Hair, J. F., Babin, B., Money, A. H. & Samouel, P., 2003. *Essentials of Business Research*. New York: Wiley.
- Hair, J.F., Black, W.C., Babin, B.J. and Anderson, R.E., 2006. *Multivariate data analysis*. Upper Saddle River: Pearson.
- Harris, R. J., 1985. *A primer of multivariate statistics*. 2 ed. New York: Academic Press..
- Horney, K., 1937. *Neurotic personality of our time*. New York: Norton.
- Jacoby, J. and Olson, J.C., 1985. Perceived quality: how consumers view stores and merchandise. Lexington, MA: LexingtonBooks.
- Jung, J.M. and Kellaris, J.J., 2004. Cross-national differences in proneness to scarcity effects: The moderating roles of familiarity, uncertainty avoidance, and need for cognitive closure. *Psychology and Marketing*, 21(9), pp.739–753.
- Kashyap, R. and Bojanic, D.C., 2000. A Structural Analysis of Value, Quality, and Price Perceptions of Business and Leisure Travelers. *Journal of Travel Research*, 39(1), pp.45–51.
- Koford, K. & Tschoegl, A. E., 1998. The market value of rarity.. *Journal of Economic Behavior & Organization*, Volume 34, pp. 445-457.
- Kotler, P., Keller, K.L., Brady, M., Goodman, M. and Hansen, T., 2012. *Marketing management*. Harlow: Pearson.
- Kuo, Y.-F., Wu, C.-M. and Deng, W.-J., 2009. The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services. *Computers in Human Behavior*, 25(4), pp.887–896.
- Lapierre, J., 2000. Customer - perceived value in industrial contexts. *Journal of Business & Industrial Marketing*, 15(2/3), pp.122 – 145.
- Lynn, M., 1991. Scarcity effects on value: A quantitative review of the commodity theory literature. *Psychology and Marketing*, 8(1), pp.43–57.
- Lynn, M., 1992. Scarcitys Enhancement of Desirability: The Role of Naive Economic Theories. *Basic and Applied Social Psychology*, 13(1), pp.67–78.
- Maslow, A.H., 1962. *Toward a psychology of being*. Princeton, NJ: D. Van Nostrand Company.
- Molla, R., 2017. How Apple's iPhone changed the world: 10 years in 10 charts. [online] Vox. Available at: <<https://www.vox.com/2017/6/26/15821652/iphone-apple-10-years-charts>>

- year-anniversary-launch-mobile-stats-smart-phone-steve-jobs> [Accessed 4 Nov. 2019].
- Nichols, B.S., 2012. The development, validation, and implications of a measure of consumer competitive arousal (CCAr). *Journal of Economic Psychology*, 33(1), pp.192–205.
- Os és-Eraso, N., Udina, F. and Viladrich-Grau, M., 2007. Environmental versus Human-Induced Scarcity in the Commons: Do They Trigger the Same Response? *Environmental and Resource Economics*, 40(4), pp.529–550.
- Pangkey, V.F., Lopian, S.J. and Tumewu, F., 2016. The Analytical Hierarchy Process (AHP) of Consumer Purchase Decision in Selecting Bubble Tea Shop. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 4(2).
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L., 1985. A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 49(4), p.41.
- Rank, O., Nin, A. and Atkinson, C.F., 1989. Art and artist: creative urge and personality development. New York: Norton.
- Sánchez-Fernández, R. and Iniesta-Bonillo, M.Á., 2007. The concept of perceived value: a systematic review of the research. *Marketing Theory*, 7(4), pp.427–451.
- Schiffman, L.G. and Kanuk, L.L., 1991. Consumer behavior. Prentice-Hall.
- Shi, Y.J., 2016. Current situation and future development model of milk tea industry. Cooperative economy and technology, 2016(09), pp.20–21.
- Snyder, C.R. and Frimkin, H.L., 1980. Uniqueness The Human Pursuit of Difference. New York: Plenum.
- Snyder, C.R., 1992. Product Scarcity by Need for Uniqueness Interaction: A Consumer Catch-22 Carousel? *Basic and Applied Social Psychology*, 13(1), pp.9–24.
- Steenkamp, J. & Van Trijp, H., 1991. The use of LISREL in validating marketing constructs. *International Journal of Research in Marketing*, 8(4), pp. 283-299.
- Stock, A. and Balachander, S., 2005. The Making of a “Hot Product”: A Signaling Explanation of Marketers’ Scarcity Strategy. *Management Science*, 51(8), pp.1181–1192.
- Suri, R., Kohli, C. and Monroe, K.B., 2007. The effects of perceived scarcity on consumers’ processing of price information. *Journal of the Academy of Marketing Science*, 35(1), pp.89–100.
- Sweeney, J.C., Soutar, G.N. and Johnson, L.W., 1999. The role of perceived risk in the quality-value relationship: A study in a retail environment. *Journal of Retailing*, 75(1), pp.77–105.
- Teas, R.K. and Agarwal, S., 2000. The Effects of Extrinsic Product Cues on Consumers Perceptions of Quality, Sacrifice, and Value. *Journal of the Academy of Marketing Science*, 28(2), pp.278–290.
- Wambrod, J.R., 2014. Reporting and Interpreting Scores Derived from Likert-type Scales. *Journal of Agricultural Education*, 55(5), pp.30–47.
- Worchel, S., Lee, J. and Adewole, A., 1975. Effects of supply and demand on ratings of object value. *Journal of Personality and Social Psychology*, 32(5), pp.906–914.

- Wright, R.A., Greenberg, J., Brehm, S.S. and Brehm, J.W., 2013. Motivational analyses of social behavior: building on Jack Brehms contributions to psychology. Hove: Psychology.
- Wu, C. and Hsing, S.S., 2006. Less is more: how scarcity influences consumer's value perceptions and purchase intents through mediating variables. *Journal of American Academy of Business*, 9(2), pp.125–132.
- Wu, W.-Y., Lu, H.-Y., Wu, Y.-Y. and Fu, C.-S., 2011. The effects of product scarcity and consumers need for uniqueness on purchase intention. *International Journal of Consumer Studies*, 36(3), pp.263–274.
- Ye, C. and Potter, R., 2011. The Role of Habit in Post-Adoption Switching of Personal Information Technologies: An Empirical Investigation. *Communications of the Association for Information Systems*, 28.
- Zeithaml, V.A., 1988. Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), p.2.