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 researchalso 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.**

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