



**PSYCHOLOGICAL AND BEHAVIOR ANALYSIS OF CONSUMERS UNDER
HUNGER MARKETING,
A CASE STUDY OF NIKE**

HAO QIANG

6117195013

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY**

2019



**PSYCHOLOGICAL AND BEHAVIOR ANALYSIS OF CONSUMERS UNDER
HUNGER MARKETING, A CASE STUDY OF NIKE
COMPANY THEMATIC CERTIFICATE**

TO

HAO QIANG

6117195013

This Independent Study has been approved as a Partial Fulfillment of the Requirement
of International Master of Business Administration in International Business
Management

Advisor: Date 5 / 8 / 2020

(Dr. Zhang Li)..

.....
(Associate Professor Dr. Jomphong Mongkhonvanit)

Acting Dean, Graduate School of Business Administration

Date 7 / 8 / 2020

ABSTRACT

Research Title: Psychological and Behavior Analysis of Consumers Under Hunger Marketing, A Case Study of NIKE Company
Researcher: Mr. Hao Qiang
Degree: Master of Business Administration
Major: International Business Management
Advisor:

(Dr. Zhang Li)

.....5.1.8.....1.2020

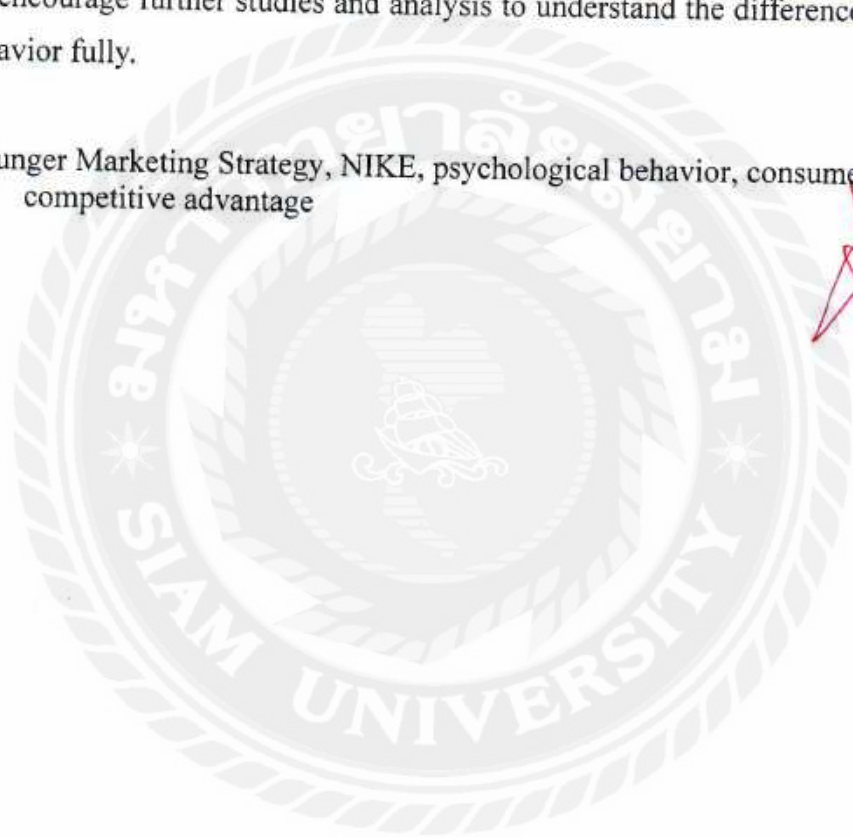
In the face of the increasingly fierce competition in the market, major businesses have begun to discover a breakthrough in a competitive advantage to obtain higher profits and higher market share. "Hunger Marketing" is a psychological strategy that appeals to consumers' emotions and comes as an unconventional novel marketing method. This novel marketing strategy has received attention and has become a concern for some. With the rise of trend culture, sports brands have merged trend and sports, and NIKE has taken advantage of this trend and has risen to the top. Using hunger marketing, NIKE continues to acquire new consumers, and rouse attention to be a leader of the industry. The primary purpose of this research was to study why consumers were willing to purchase high-quality products under "hunger marketing." The research findings of this study should provide useful insight for formulating future marketing strategies. This study used a quantitative research method and distributed a questionnaire survey based on consumers and how hunger marketing affects consumers' psychology and behavior and offers relevant conclusions. The data were combined with the results of empirical research and the impact coefficient of each influencing factor on consumers' buying behavior.

A sample of 195 participants, questioned on the factors that influence their buying behaviors, were from the education and business industry. The sample data collected was from 61 students, and 18 teachers from Shanghai University, China and Siam University, Thailand, 63 employees from 10 separate businesses from China and Thailand, and social personnel were chosen randomly to take the survey. This variety helped to provide accuracy and a range of backgrounds to respond to NIKE's hunger marketing strategy and the psychological and behavior of consumers and the factors that influence them. Some of the data showed that: 1) Consumers focused on NIKE's hunger marketing strategy, 60%; 2) Consumers that purchased products that

they viewed through hunger marketing, 59%; 3) Consumers which believed that the hunger marketed product would differentiate them from others, 33%. The study found that more males than females prefer hunger marketed products, students have more knowledge and focus on hunger marketed products where teachers pay less attention to those products, and how gender, age, nationality, and occupation influenced consumers.

In conclusion, Nike's hunger marketed products showed to have a significant impact on consumer psychology, the degree of influence was distributed normally, and external marketing model factors affect consumer psychology. The research findings thus far have made essential contributions to deepen understanding of hunger marketing strategies, and it was suggested by this article to encourage further studies and analysis to understand the differences and impact on consumer behavior fully.

Keywords: Hunger Marketing Strategy, NIKE, psychological behavior, consumer psychology, competitive advantage



摘要

题目： 饥饿营销研究下消费者的心理与行为分析以耐克公司为例

作者： 郝强

学位： 工商管理硕士

专业： 国际商务管理

导师：

(导师. 张力)

...../...../.....

如今，面对日益激烈的市场竞争，所有主要企业都已开始在竞争优势中寻求突破，以获得更高的利润和市场份额。“饥饿营销”以一种非常规的新颖营销方式进入了消费者市场，并受到了消费者和商人的持续关注。这种新颖的营销方式引起了社会的广泛关注。近年来，随着潮流文化的兴起，运动品牌将潮流与运动相结合，并通过饥饿营销赢得了众多消费者的青睐，最大的赢家是耐克。耐克通过饥饿营销的营销方法赢得了许多消费者群体和关注，使其始终处于行业领先地位。通过对消费者的问卷调查，本文探讨了饥饿营销如何影响消费者的心理和行为并给出相关结论。之后，结合实证研究的结果和各影响因素对消费者购买行为的影响系数，为商家实施有效的“饥饿营销”提供了几种营销建议。

饥饿营销一般是指企业故意降低商品产量，调整原有的供求关系，使消费者看到需求大于供给，使商品价格保持在高位，获得超额利润。以前关于饥饿营销的研究侧重于饥饿营销战略的形成。

饥饿营销还旨在为品牌创造更高的附加值，从而帮助品牌在消费市场树立高价值形象。营销人员经常利用稀缺性来影响消费者。先前的研究人员发现，稀缺性往往可以改善消费者对产品的评价。高端品牌越来越多地与大众市场零售商

合作，销售限量版服装和运动鞋。他们利用饥饿营销策略限制产品数量，并通过电影明星和体育明星大力推广产品。这种方法可以有效地提高公司绩效。

近十年来，饥饿营销策略已成为高端品牌常见的营销方式。由于高端品牌市场的饱和，许多高端品牌已经开始寻找其他消费群体，如年轻的千禧一代，但这可能产生负面影响。高端品牌之所以被消费者视为高端品牌，是高端品牌的排他性，是高端产品吸引消费者的主要优势。如果品牌流行起来，就可能构成高端品牌的形象。某些威胁。高端品牌的吸引力源于其不可接近性。如果品牌失去其稀有性，它可能导致品牌形象的丧失和从高端位置下降。虽然高端品牌的持续曝光可能导致品牌形象的流失，但限制产品数量不仅能够维护品牌的高端形象，而且可以收获大量潜在的消费者。

关键词：饥饿营销策略 稀缺性 消费者心理需求 感知价值理论
品牌

ACKNOWLEDGEMENTS

Looking back on my years at Siam University, I learned a lot in school. These things broaden my horizons and enhance my learning ability. At the same time, I thank the people who helped me in this process. help others.

I would like to take this opportunity to thank those who supported me in different ways. First of all, I want to thank my thesis advisor Zhang Li for his guidance and support; throughout my career, he has been encouraging me in the right direction and patiently teaching me how to complete the thesis writing process correctly. Remember, my language is not very good, he provided me a lot of help; due to the global outbreak of COVID-19, I returned to China. After returning to China, Zhang Li introduced my health and working conditions to me and my family. I will always remember and thank Zhang Li for his kindness.

I would also like to thank Miss Zhu, who has always followed our progress in this article and provided my paper by regularly sending reference and guidance documents and actively answering my questions. help me. At the same time, I would also like to thank the teachers of other business schools for their education and help me improve my knowledge and ability.

I would also like to thank all the participants in this study. Without them, I will not be able to complete this task. Finally, I want to thank my family and friends for their support and continuous help. Every progress I have made is closely related to their care and encouragement!

After four months of hard work, the research project of this thesis has been successfully completed. In the process of writing the thesis, I gained a lot of insights, and also learned some introspective failure lessons. I learned a lot from this experience. The creative experience of this article has an important reference role for my future

research and creation, and will promote my future success.

First, I encountered one of the most serious mistakes in the topic selection of the thesis. When choosing a theme, I did not consider the overall situation, nor did I follow the five principles of "necessity", "value", "feasibility", "creativity" and "practicality" in scientific research, but only based on my interest made me feel that I was stuck in a quagmire in my later creation and encountered many difficulties.

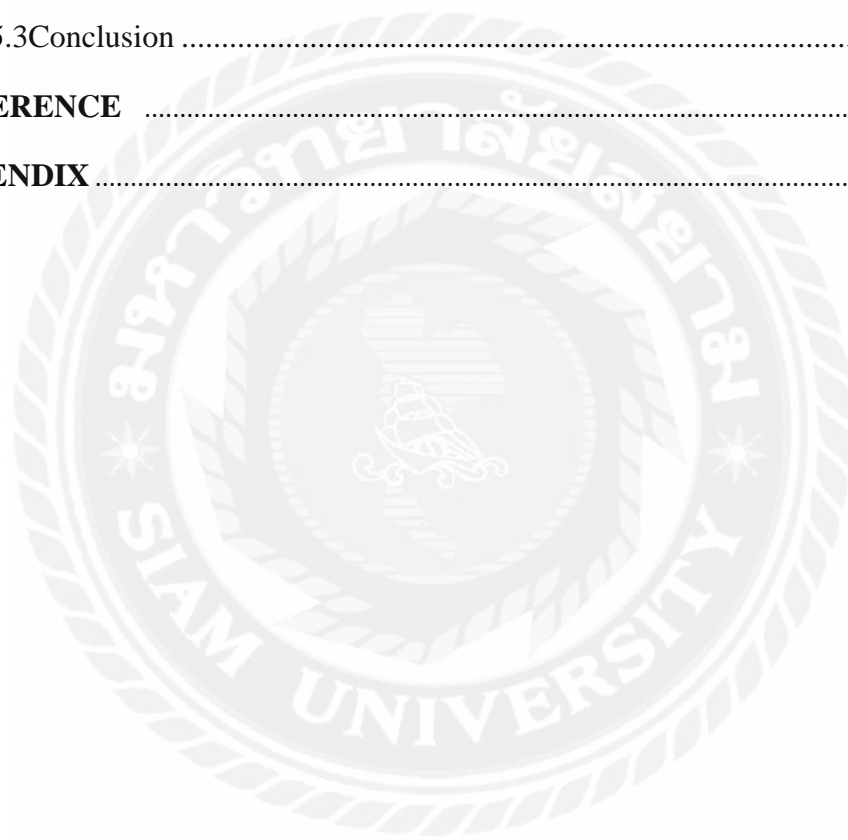
Although the topic of hunger marketing is relatively new and a hot topic in recent years, because of this novel topic, there is very little literature on hunger marketing. There are great obstacles to the creation of degree thesis. There are not many precedents for my reference and reference. I spent a lot of time to find the right research direction. Through communication with the thesis supervisor, a particularly perfect and practical research theme was finally determined.

In the subject of hunger marketing, the correlation between references is weak. Very few documents in the past were directly related to this topic. Only some relatively weak data, such as scarcity, perceived value, etc. At the same time, these references cannot accurately reflect the latest research. Papers with high academic value should be able to reflect the latest relevant research results of this topic. However, the publication date of these research papers on hunger marketing is still far away. This makes it difficult for readers to believe that the progress of research results, too much distance will reduce the accuracy, especially compared with the past hunger marketing, hunger marketing in the society has changed a lot, and from this conclusion. The previous research literature may not be applicable to the current social environment. Therefore, in the literature selection, we must try to find some publication dates close to the current time in order to improve the accuracy and reliability of the research results.

Content

ABSTRACT	4
CHINESE ABSTRACT	3
ACKNOWLEDGEMENTS	5
CHAPTER 1 INTRODUCTION	9
1.1 Research Background	9
1.2 Research implications	10
1.3 Research objectives.....	10
1.4 Ethical issues and considerations	12
CHAPTER 2 LITERATURE REVIEW	14
2.1 Main Body	14
2.2 Conclusion	26
CHAPTER 3 RESEARCH METHOD	28
3.1 Survey implementation	28
3.2 Survey methods.....	29
3.3 Participants.....	30
3.4 The design of questionnaire	32
3.5 Data analysis	33
CHAPTER 4 DATA ANALYSIS	34
4.1 Basic situation analysis of the questionnaire	34
4.2 Respondents' knowledge of Nike's hungry marketing products	34
4.3 Impact of Nike Hunger Marketing on Consumer Psychology.....	40
4.4 Impact of Nike Marketing on Consumer Behavior.....	42

4.5 Factors Affecting Consumer Psychology and Behavior	43
4.6 Indicator reliability and validity analysis.....	44
4.7 Correlation analysis	51
CHAPTER 5 DISCUSSION	50
5.1 Discussion of research results	50
5.2 Limitations	53
5.3 Conclusion	55
REFERENCE	60
APPENDIX	61



CHAPTER 1 INTRODUCTION

1.1 Research Background

Since the beginning of the 20th century, consumers' living standards, incomes, and purchasing power have been continuously improved. Competition in the consumer market is also very fierce. Under such circumstances, "Hunger Marketing" entered.

the consumer market in an unconventional and novel way of marketing, and received continuous attention from consumers and businessmen. The limited time and limited marketing methods have aroused widespread concern in society. Under hunger marketing, sellers can make consumers aware of the product through social media software and advertising, so that consumers can control the supply when competing for purchases, thereby creating the illusion of supply shortage. Then, the company can choose to obtain higher profits by increasing the sales price of the product, but under hunger marketing, most companies will continue to sell at the original price, because under hunger marketing, the ultimate goal of the merchant is not to increase the selling price. In this way, the company's products generate high added value while increasing brand value. (Lynn, 1989,& Cohen., 2014).

At this stage, hunger marketing has been widely used in the global market as an extremely important marketing method. The most successful case is Xiaomi in China. Xiaomi has achieved large-scale sales of Xiaomi mobile phones through hunger marketing, achieved considerable economic benefits, and effectively shaped the company's independent brand image. With the increasing popularity of Xiaomi, the hunger marketing strategy has also attracted widespread attention and has been gradually applied to product marketing in many fields (Stone,& Brad, 2014).

Nike's marketing philosophy is leading in the sport brand industry. Hunger marketing(limited edition sale) is usually a marketing method used by NIKE such as: Nike company throws Jordan 13 limited edition basketball shoes on the release day, NIKE fans lined up for more than 20 hours to wait for the purchase(NIKE.com). The success of this operation is beyond doubt, it has brought greater benefits to the enterprise.

In recent years, as Kanye joined Adidas to create the yeezy series of sneakers, its excellent sales helped Adidas quickly expand its market share. To cope with the competitive pressure brought by Adidas, NIKE has continued to use the hunger marketing strategy to maintain itself Leadership in the sports brand industry. In 2019, NIKE applied hunger marketing to the extreme, and the performance shocked the entire sports brand industry. The 120 pounds sneakers (For example NIKE's TS X AJ1 and OFF-WHITE XAJ1.) has been hyped to 1,200 pounds by hunger marketing of NIKE. The NIKE financial report shows that Q4 fiscal 2019 revenue was 10.184 billion US dollars, an increase of 4% year-on-year. For the full fiscal year of 2019, revenue was US \$ 39.117 billion, a year-on-year increase of 7%(NIKE.2020).

According to Maslow's level of demand (1943), it can be seen that if a person can obtain a limited number of products, it is a manifestation of ability, and it proves that people not only consume to obtain products, but more importantly, they can purchase Get happiness and satisfaction. In order to effectively use hungry marketing methods to maximize its value (Balachander, Liu and Stock, 2009), it is necessary to study and identify external marketing stimuli that affect consumer psychology and behavior.

1.2 Research implications

As a new marketing method, hunger marketing is favored by many enterprises and has a wide range of applications in marketing. Consumer psychology and hunger marketing influence each other. Some companies have established a good corporate brand image and high profits through hunger marketing, but some companies' hunger marketing strategies have led to continued decline in consumer satisfaction, which is not only not conducive to merchandise sales, but also caused some damage. Therefore, it is very important to study consumer psychology and behavior under hunger marketing. It can help business managers formulate successful marketing strategies and avoid failures.

Based on the brand interest of the product, "hunger marketing" came into being.

Although hunger marketing strategies have become popular in recent years, they have not been fully studied in the literature (Ratner, 2014, Lynn & Bogert, 1996). Most current research on hunger marketing strategies has focused on scarcity and perceived value. However, because hunger marketing is a modern marketing method, previous researchers have not conducted enough research on hunger marketing, so there is not enough reference. Information, which makes this research difficult. This research will analyze the psychology and behavior of consumers under hunger marketing. In recent years, NIKE has achieved high returns through hunger marketing. It is a representative company that successfully uses hunger marketing. This research will use NIKE as a carrier to study and analyze the psychology and behavior of consumers under hunger marketing.

1.3 Research objectives

This study analyzes the impact of hunger marketing on consumer psychology and behavior from the perspective of consumers. Based on the previous research results of researchers' scarcity and perceived value, we conducted empirical research through questionnaires to try to analyze the factors that affect consumer psychology and behavior. Finally, based on the results of empirical analysis, we provide constructive suggestions for businessmen who will adopt the marketing strategy of Hunger Marketing. So far, this research can not only provide some theoretical reference and guidance for future researchers studying hunger marketing, but also help future researchers effectively reduce the research time and improve the research efficiency.

The main purpose of this study is to study why these customers are willing to buy high-quality products under "hunger marketing". The research results can provide an effective reference for formulating marketing strategies.

How to choose the right marketing method to stand out in a highly competitive market is crucial (Stone,& Brad, 2014), why hunger marketing can make a company grow successfully, what factors will affect the success of hunger marketing, and getting answers to these questions will be important Meaning, it will help companies in various

fields to develop marketing strategies and achieve success. In recent years, NIKE has achieved great success in hunger marketing, so this study will use NIKE as a carrier to better analyze and analyze hunger marketing, and the obtained research results will be more effective and reliable.

This article will explore the impact of hunger marketing on consumers from the perspective of consumers' psychology and behavior. At the same time, based on an inductive analysis of relevant theories and empirical results, a questionnaire survey will be conducted on the interviewees to obtain the data required for the research. Questionnaire survey is a very effective method often used in research projects. Questionnaires can help researchers conduct large-scale surveys (Kaplan & Duchon, 1988). Then, this study will use SPSS analysis software to test the reliability and validity of the questionnaire results, thereby making the survey results more convincing and enhancing the reliability of the study.

1.4 Ethical issues and considerations

To achieve the purpose proposed in this study, 200 participants will be invited to complete the survey. However, due to the influence of COVID-19, this study will use online questionnaire survey instead of offline questionnaire survey for data collection and analysis. Since the data of this study requires the collection of questionnaires, researchers need to consider stakeholder ethics (Bell & Bryman, 2007). All information about research participants will be stored in a password-protected database and will be kept strictly confidential. The data will not be disclosed and will only be used for academic research; at the same time, in order to ensure the security of the research data, the participants' research data is stored in secret and will be automatically deleted after the research; in order to protect the privacy of the participants, the results of this study will only be used in the report, not in other business activities, and participants will not receive any copies of the survey. If the participant is injured due to the research project, the participant will have the right to file legal proceedings or file a complaint

through the university.

Research participants are willing to participate in research surveys. Each participant was informed and agreed to conduct a research survey. The researchers also provided participants with a copy of the participation form and consent form. The research theme does not involve certain "sensitive research" areas: such as extremism and the illegal activities of radicals.

Participants in this study will not choose to use children under the age of 18, and will not cause harm to children/teenagers; researchers will also protect the health of participants and ensure that they do not feel stressed when participating in the study, they can Choose to quit freely during the study. The supervisor will supervise the research process of the researcher's paper to ensure that the research of the researcher is in accordance with ethical issues.

This section introduces the theoretical basis and literature review of this study. This section first discusses the theoretical basis of the research theme, and then conducts a comprehensive literature review of the main structures used in this study.

The literature related to this article mainly comes from: hunger marketing strategy; consumers' perceived value; consumers' purchasing behavior and scarcity, consumers' perceived value and psychological impact of brand building

CHAPTER 2 LITERATURE REVIEW

2.1 Main Body

2.1.1 Formation and Development of Hunger Marketing Strategy

Hunger marketing generally refers to companies deliberately reducing the output of commodities, adjusting the original supply-demand relationship, so that consumers can see that demand exceeds supply, so that commodity prices can be maintained within a high range, and excess profits can be obtained. (Lynn, 1989; & Cohen, 2014). Previous research on hunger marketing focused on the formation of hunger marketing strategies. (Lynn, & Bogert, 1996) found through research that scarcity increases the potential value of collectibles compared to Price, and scarcity can add value to products. Hunger marketing also aims to create high added value for brands. Many companies use scarcity to develop hunger marketing strategies that are very successful, (Chen, 2014) studied the impact of hunger marketing on consumers from three aspects: behavior, psychology and consumption. They pointed out that hunger marketing can enhance consumers' willingness to buy (Yu Lili, Zhang, & Zhizhi, 2018).

Hunger marketing also aims to create higher added value for the brand, thereby helping the brand establish a high-value image in the consumer market. Marketers often use scarcity to influence consumers (VanHerpen, Pieters & Zeelenberg 2009). Previous researchers have found that scarcity can often improve consumer evaluation of products (Balachander, Liu & Stock, 2009; Dai, Wertenbroch & Brendl, 2008; Eisend, 2008). High-end brands are increasingly collaborating with mass market retailers to sell limited-edition clothes and sports shoes. They use hunger marketing strategies to limit the number of products, and vigorously promote products through movie stars and sports stars. This approach can effectively improve company performance (Michelle L. & Childs, 2014). For example, the product jointly released by Missoni and Target has caused hundreds of consumers to line up outside the store, and its website visits have also increased significantly. On the day of product launch, this sales boom caused

several accidents (CBC News, 2011). In addition, Supreme's boxed logo sweater sales day caused thousands of consumers to line up outside the store. The huge customer traffic on the Internet caused the Supreme website to crash. This hungry marketing strategy puts sweaters on the secondary market (Stockx.com) at a price of £168, while the price exceeds £500. At the same time, the retail price of Dior's collaboration with Nike sneakers and the "Jordan 1" to be released in April 2020 is US\$2,000. In the secondary market, the price is already 10 times the original price. Hungry marketing strategies have created high short-term financial benefits for high-end brands and retailers (Vlekner & Henrik, 2006).

In the past decade, the hunger marketing strategy has become a common marketing method for high-end brands. Due to the saturation of the high-end brand market, many high-end brands have begun to look for other consumer groups, such as young millennials, but this may have a negative impact (Grime et al., 2002). The reason why high-end brands are regarded as high-end brands by consumers is the exclusiveness of high-end brands, which is the main advantage of high-end products to attract consumers (Escalas & Bettman, 2003; 2005). If the brand becomes popular, it may constitute the image of a high-end brand. Certain threats (Kim et al., 2001; Magnoni & Roux, 2008). The appeal of high-end brands stems from their inaccessibility (Kapferer, 1998). If the brand loses its rarity, it may lead to the loss of brand image and fall from the high-end position (Albrecht, 2013). Although the continued exposure of high-end brands may result in the loss of brand image, restricting the number of products can not only maintain the high-end image of the brand, but also harvest a large number of potential consumers. (Balachander & Stock, 2009; Brown, 2001). Hungry marketing strategies can increase consumers' desire to buy, help their products increase prices or lay a customer base for future large-scale sales, and gain more market share (Kapferer & Bastien, 2009).

2.1.2 Scarcity

Many people will frantically buy limited products. In fact, behind this is the effect

of scarcity. For us, if it is difficult to obtain anything, then it will be more valuable and more attractive. For example, the AJs people are wearing now are "implementers" of hunger marketing. In 1989, Lynn established the SED model to explain the effect of scarcity. The full name of the model is "the scarcity hypothesis consumption model". Through research, Lynn found that the scarcity of products (S) affects consumers' psychology and leads to scarcity. As a result, consumer demand (D) is also affected, and scarce products require more costs (consumption, E), which will improve product quality and increase product sales (Lynn, 1989).

Limited time scarcity (LTS) and limited quantity scarcity (LQS)

Enterprises use hunger marketing to create scarcity. Scarcity is one of the biggest factors affecting consumer psychology. Fitzsimons (2000) research shows that scarcity has a positive effect on product sales. This influence is very strong and has been proven in many fields. According to the scarcity theory, two marketing methods have been developed in the consumer market. These two marketing methods have become the mainstream marketing methods in the market. These two marketing methods are the limited time scarcity marketing method and the limited number scarcity marketing method (Cialdini 2008).

In limited time scarcity (LTS) marketing, the scarcity of products will increase over time; under the limited quantity scarcity (LQS) marketing method, the sale of each product means increased product scarcity (Shipra Gupta, 2013). The scarcity of quantity is directly related to consumer demand, while the scarcity of time is indirectly related to consumer demand. The difference between LTS and LQS is that consumers will not compete with other consumers in LTS. As far as LTS is concerned, consumers only need to consume within the time set by the merchant to get promotional offers for the product (Aggarwal, Jun and Huh, 2011).

Compared with LTS, under LQS, the continuous reduction in the number of products will make consumers feel uncertain. This uncertainty makes the product more restricted, thereby increasing the value of the product (Bolton and Reed, 2004). The scarcity of a limited number will encourage consumers to compete for the opportunity

to purchase products, and this competition will give consumers who successfully purchase a sense of excitement and accomplishment (Babakus, Tat & Cunningham, 1988). Nichols (2012) also believes that competition between consumers due to scarcity is an important prerequisite to stimulate consumer excitement. Fierce competition will also bring reputation to the brand. At the same time, consumers who successfully purchase can also sell the product on the secondary platform to obtain monetary income, which not only meets the utilitarian needs of consumers, but also meets the hedonism of consumers. This marketing method has brought a lot of buyers. Brand owner (Garretson & Burton, 2003). Since the limited number of scarce sales is based on first-come-first-served basis, consumers can obtain monetary benefits through LQS promotions, so LQS is more effective than LTS (Shipra Gupta, 2013).

Many research investigations have confirmed this claim. Early research by (Worchel, Lee, & Adewole 1975) showed that scarce cookies are more popular than free cookies. (Swami & Khairnar 2003) pointed out that emphasizing the sale of a limited number of theater tickets can increase box office revenue. A study showed that when merchants sell a limited number of cars (Ballander, Liu & stock), consumers are more willing to buy a limited number of cars than an unlimited number of cars.

The wide spread of advertisements among consumers will increase the impact of scarcity, which sends scarce information to consumers, thereby affecting consumers' psychology. Studies have shown that scarce information increases consumers' willingness to buy (Mittone & Savadori 2009). Eisende (2008) studied the impact of media on scarcity and found that when consumers are exposed to scarce information, they will consider the perceived value of the product and whether it is worth having, and will increase the visibility of the product, thereby increasing its potential value.

2.1.3 Theory related to scarcity

Over the past 50 years, social psychologists have done a lot of research on how scarcity affects consumer psychology. They have discovered two theories related to

scarcity: commodity theory (Brock, 1968; Lynn, 1991) and reactance theory (Cleeand Wicklund, 1980).

Commodity theory

Commodity theory can be used to study consumers' psychological activity and purchasing behavior under scarce conditions. From the point of view of commodity theory, the value of any commodity may reach a level that is difficult for consumers to obtain (Brock, 1968; Lynn, 1991). Commodity theory believes that scarce commodities are more attractive than ordinary commodities and have higher market value. When consumers need to wait or put more effort to obtain a product, the product is more attractive to consumers. Commodity theory explains consumers' initial psychological reactions to scarce commodities, but it does not explain consumers' subsequent behavioral mechanisms (Verhallen, 1982; Worchel, 1992).

Reactance Theory

From the perspective of reactance theory, when consumers realize the scarcity of products, it may mean the loss of personal freedom. If consumers do not make a purchase choice as soon as possible, they may no longer be able to purchase a limited number of commodities, thereby causing consumers to lose their freedom and right to purchase commodities; in the process, consumers will experience psychological disgust. This psychological resistance is a state of motivation designed to maintain human freedom of behavior (Brehm, 1966; Clee & Wicklund, 1980; Wicklund, 1974). This state of motivation will greatly increase the attractiveness of products to consumers, and increase consumer purchases (Brehm & Brehm 1981). At the same time, according to the explanation of the reactance theory, consumers may have a negative resistance to the product when they encounter scarcity. When people realize that their freedom or flexibility is limited, they may react negatively (Hannah et al., 1975; Min 2003; Stiller, 2011). Reactance theory predicts that this reduction in consumer freedom or flexibility may reduce consumer evaluation of products. Stiller (2011) believes that this awakening

of resistance will lead consumers to seek diversified behaviors and seek alternatives to the product instead of this scarce product. Min (2003) also believes that when consumers are threatened, they may be motivated to move in the opposite direction of business assumptions. For example, when consumers cannot purchase the limited edition sports shoes AJ1, they may seek ordinary AJ1s, but they may also purchase products from companies such as Adidas.

The role of consumer psychological needs

Scarcity under hunger marketing can meet some psychological needs of consumers, such as competitive needs, hedonic needs and unique needs (Shipra Gupta, 2013).

The role of competitive needs

Academic research experts associate scarcity with competitive needs. They found that consumers who successfully achieve scarcity can greatly meet psychologically competitive needs (Knowles & Linn, 2004). Competitive demand is an important part of consumers' psychological needs (Mowen, 2000), and also a core part. (Mowen 2004) studied the impact of consumer demand on consumer buying behavior, and competition led to significant consumption. More competitive consumers are more eager to win, which will prompt highly competitive consumers to show greater urgency to purchase. Consumers with strong competitive needs purchase rare commodities for personal achievement, and consumers believe that successful acquisition of scarce commodities means winning competition (Knowles and Linn, 2004). Successful consumers have a sense of excitement and superiority, and competition can differentiate themselves from others (Richins, 1994). Shipra Gupta (2013) found that consumers with higher competitive demands are more likely to feel the impact of scarcity on purchase urgency.

The role of hedonic needs

Happy demand is an important part of consumer psychology. In the past, consumer

behavior research experts believed that consumers' shopping behavior was determined by hedonic needs. Consumers will gain hedonistic motivation in shopping malls and product sales activities (Sweeney & Soutar, 2001). This motivation will cause consumers to shop. Arnold and Reynolds (2003) conducted research on consumers' hedonic needs. They found that there are six main reasons consumers make purchases: adventure, socialization, satisfaction, thought, role and value. Shipra Gupta's (2013) research found that for consumers with higher demand for hedonism, scarce products can better meet their hedonic needs, so these consumers pay more attention to scarce products.

The role of uniqueness needs

Uniqueness is the psychological needs of consumers, especially consumers influenced by Western culture. They value their uniqueness and have a greater need for uniqueness (Snyder & Fromkin, 1977). Collecting scarce material products can meet its unique needs (Belk, 1988; Snyder & Fromkin, 1977; Tafarodi, 2004). In pursuit of uniqueness, these consumers are more willing to purchase rare customized products to demonstrate their uniqueness and scarcity. The product will help them achieve their unique identity (Coley & Burgess, 2003). Clothing is the simplest product to express the uniqueness of consumers, so many consumers highlight uniqueness by buying or wearing rare clothing (Tepper & Hoyle, 1996), which is clearly reflected in both stars and millennials.

2.1.4 Consumer's Perceived Value Theory

The concept and connotation of perceived value

The scarcity caused by hunger marketing has promoted consumers' willingness to buy, and perceived value plays an intermediate role between hunger marketing and purchasing behavior (Yu Lili, & Zhang Juzhi, 2018); limited supply of products can increase consumers' understanding of products Value, increase the attractiveness of

products, and increase product sales. This is the psychological principle of hunger marketing (Chen, 2014). Zeithaml is a research expert in perceived value. After research and analysis, (Zeithaml, 1988) put forward a view that perceived value can be seen as a comprehensive evaluation of products or services by consumers based on various factors. When consumers choose products, they will consider the value of the product and then make a comprehensive evaluation of the value of the product. The evaluation value is the perceived value of the product. (Zeithaml 1988) divides the value of products into quality and price. These two product value factors affect consumers' perceived value. The accurate perception value can be obtained through weight calculation. When the value of product quality is significantly higher than the product price, it will increase the perceived value of consumers. (Dodds, William B, 1991) shows that the price of a product has a positive effect on consumers' perceived quality, but products with higher prices reduce consumers' willingness to buy. Well-known and trustworthy brands and stores will increase people's willingness to buy products and improve consumers' quality and value awareness. When consumers buy goods, they will feel a lot of information, and the positive information consumers feel is the core of perceived value. In the analysis of perceived value, we found that price is not the most important factor affecting consumer psychology and behavior. For consumers, the most important thing is to obtain their satisfactory products (Zeithaml, 1988).

(Gronroos, 1997) uses the relationship between consumers and businessmen as an entry point to analyze the connotation of perceived value. He believes that the relationship between consumers and businessmen needs to be cultivated for a long time. (James C. Anderson & Jmaes A. Narus, 1994) conducted theoretical research and found that consumers will consider product costs and benefits when choosing products. The combined weight analysis of the two is the perceived value of the product.

Dimensional model of perceived value

Different scholars have different understandings of the concept of perceived value, and have formed models of different dimensions. The main models of perceived value

are as follows:

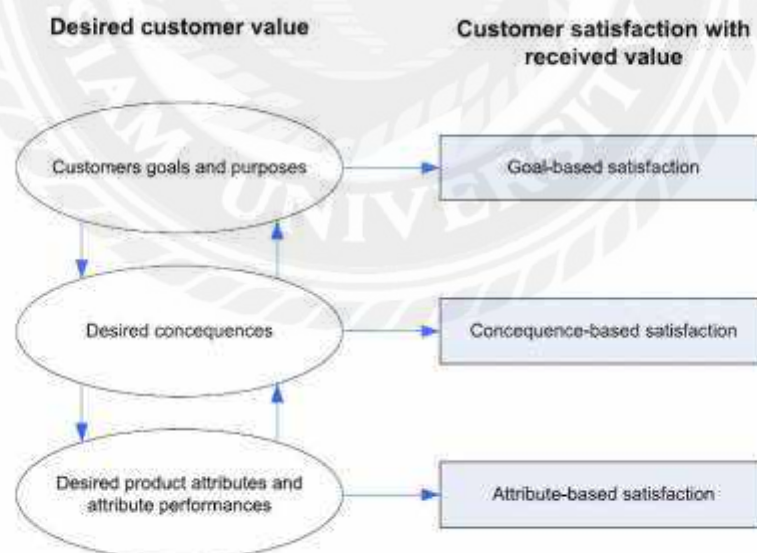
Perceived value model with "weighing" thinking

(Zeithaml, 1988) believes that when consumers enjoy the benefits brought by commodities, they must also pay a certain price. This comprehensive judgment after weighing is the perceived value. Mathematical formula reflects $\text{value} = \text{benefit} / \text{cost}$

The trade-off model takes into account consumers' psychological cognition of usage benefits and consumers' psychological cognition of costs.

Perceived value model with "hierarchical" thinking

(Woodruff, 1997) discovered and proposed a "layered" model through empirical research. The model treats attributes and utilities as objects and uses interest as a three-dimensional structure with multiple levels. Woodruff pointed out that consumers' comprehensive perception of goods constitutes perceived value.



Customer value hierarchy model (woodruff 1997).

The model is divided into two parts: expected customer value and Ssutomer's

satisfaction with the value obtained. The model describes the path from the target to the mean. The model is innovative in the theory of perceived value and can provide inspiration and help to companies in many industries. The model emphasizes that customers are the core resource for the company's development.

Dimension model of customer perceived value by Sheth

Sheth,1991) identified five dimensions of the concept of value: society, emotion, function, cognition and condition (Doriana Dumitrelea MORAR, 2013). Through long-term research, analysis and discussion, the researchers found that these five dimensions affect perception results from different angles. Each factor is a point that affects the consumer's ultimate perceived value. Combining these five points can reflect the ultimate perceived value of consumers.

1. The functional value is mainly reflected in the practicality of the product, the role played by the product, the functions that can be used, and how to help consumers. This is the main reference factor for consumers to choose to buy.

2. Emotional value refers to providing customers with positive emotions, such as happiness (Doriana Dumitrelea MORAR, 2013), by providing products that affect customers' purchasing psychology and purchasing behavior.

3. Social value depends on individual acceptance and its relationship with the social environment. It drives consumers to pursue or purchase, which is the basis of commodity prices.

4. Cognitive value can satisfy consumers' curiosity and knowledge needs, and cognitive value can determine the initial price of goods (Doriana Dumitrelea MORAR, 2013).

5. Conditional value is a choice made by consumers when facing a specific situation. Conditional values are related to contextual factors (Sheth et al., 1991).

The impact of perceived value on consumer psychology

Since "hunger marketing" is currently an emerging marketing method, there is little

research data available for reference. Currently, there is no perfect theory to directly prove the specific relationship between perceived value and hunger marketing. These effects can only be indirectly proved by consumers' psychology and behavior.

(William Jen, 2003) research on customers believes that perceived value can have a positive effect on customer behavior. (Jones, 2006) pointed out that perceived value is one of the most useful factors affecting customer psychology. In addition, the characteristics of scarce products affect consumers' psychology, leading consumers to a high degree of understanding of rare products, which in turn affects their attitudes to products (such as practicality, product symbol, entertainment) and behavior (such as purchase intention).

2.1.5 Branding

After studying the basic theories of scarcity and perceived value, the next step is to become more familiar with brand theory. Since the theme of this article is the study of Nike consumers, in order to better understand Nike's strong brand image, a comprehensive introduction and elaboration of brand theory will be made.

Brand

The carrier of the brand is the name, term, symbol, logo or design and their combination, which is distinguished from the products or services of other competitors (Keller, 2013). Brands can bring intangible assets to owners. A higher brand reputation can bring high profits to the owner (Chaudhuri, 2002). Improve profitability, stock price and shareholder value. These are the positive benefits of having a strong brand. Without a strong brand, it is difficult to obtain these benefits or more (Saara Merikanto, 2019).

Relationship between Brand and Consumer

It is very important to establish a good relationship between the brand and the

consumer, because the consumer is the one who decides to buy (Saara Merikanto, 2019), and the brand has enough consumers to attract consumers. Brands that can discover and meet consumers' individual needs can gain more trust and loyalty from consumers. Meeting the needs of consumers or wanting the best way can guide consumers to choose brands. If the brand image and positioning are suitable for consumers, consumers may choose it (Owersloot & Duncan, 2008).

The relationship between branding and hunger marketing

From a practical perspective, the operation of hunger marketing always requires the power of a strong brand. The premise of hunger marketing operations is that the brand's products and services are recognized by consumers. At the same time, the brand must have a strong appeal or product, otherwise the price/performance ratio will be high. If an unaffected brand restricts production and raises prices, it will not only conflict with reality, but also lose its original market share (Liu Jieke, 2016). Most consumers can accept the company's hunger marketing behavior. Must be established on the basis that the corporate brand can be accepted by consumers. The inherent market appeal of product brands can fully stimulate consumers' comparative psychology (Keller, 2013). In the actual operation process, hunger marketing can make the already strong brand generate more added value, but if the hunger marketing fails, it will not only damage the reputation of the brand, but also reduce consumer loyalty.

Apple and Xiaomi are pioneers in hunger marketing (Stone, & Brad, 2014). Apple controls the relationship between supply and demand and creates the illusion of a moderate shortage of products, thereby giving consumers the illusion of product scarcity. Due to the scarcity of products, people will feel that the product is of high quality. They will try their best to buy products, but the release rate of Apple products lags behind the growth rate of the consumer market, which leads to a tighter supply and demand relationship in the market, which enables the value of Apple's mobile phones to be reflected. Keep improving. Apple uses consumers' consumer psychology to pursue brands, thereby continuously obtaining high profits. (Sascha Schneiders, 2011). Xiaomi company combines scarcity with attractive prices to help Xiaomi succeed.

NIKE hunger marketing

Nike's marketing philosophy is in a leading position in the same industry. Effective use of hunger marketing has improved the performance of NIKE. For businesses, using hunger marketing can increase sales. Jordan brand sports shoes sales increased by 11% in 2013, reaching 2.7 billion US dollars, of which 84% of sales came from basketball products (Guan Zhenqin, 2014).

In recent years, Nike Jordan (Air Jordan) has re-engraved Jordan's original basketball shoe and sold it in a limited form, which basically caused a crazy situation. On each release date, Jordan's shoes were sold out within seconds of being posted to Nike's official website, and most consumers couldn't even choose the size. In physical stores around the world, it is not uncommon to queue up to buy Jordan series shoes. Many consumers even line up outside the store one day in advance, just to have a greater chance to buy Jordan series shoes (Guan Zhenqin, 2014).

2.2 Conclusion

Looking back at previous research literature, these research literature well explained the theories of scarcity effects, perceived value, psychological needs, and hunger marketing strategies (Figure 1 shows the link between literature review points). NIKE is very good at using hunger marketing, but there is very little literature on the connection between NIKE and hunger marketing, which is an obstacle to studying hunger marketing.

As a modern marketing method, hunger marketing has been widely welcomed by many companies, but not all companies that adopt hunger marketing have succeeded. In order to explore the connection between business and hunger marketing, this article takes Nike as a carrier, as the main object of research, to study why Nike used hunger marketing to succeed, and how Nike's hunger marketing affects consumers' psychology

and behavior.

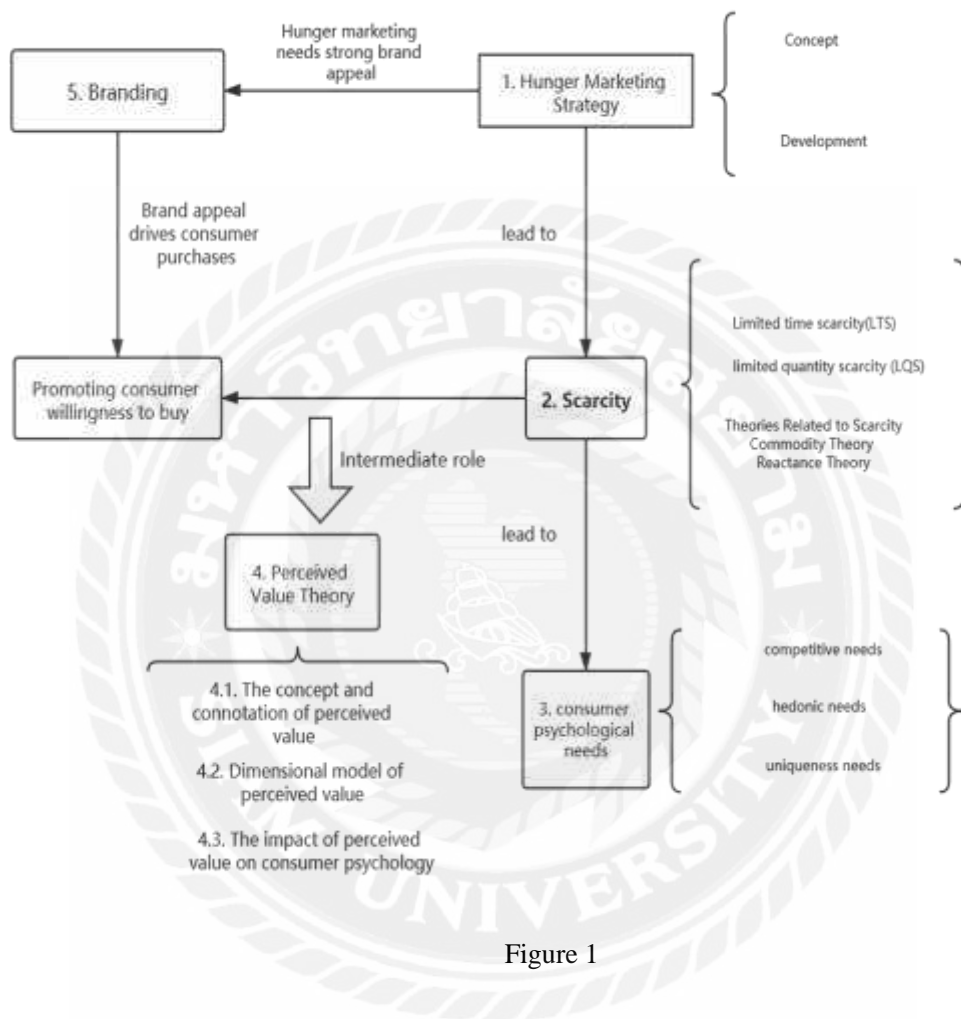


Figure 1

CHAPTER 3 RESEARCH METHOD

This research will mainly use empirical research methods to complete this research. Quantitative research will be the main research method on this topic. Quantitative analysis is the key analysis method of positivism research. Quantitative analysis can help researchers explain social phenomena from many data characteristics (Slevitch, 2011). Questionnaire survey is the main method for collecting data for quantitative research. Questionnaire survey can help researchers conduct large-scale surveys (Kaplan & Duchon, 1988). Questionnaire survey is a very effective method, usually used for survey and research topics. The questionnaire survey method can be applied to larger surveys. The results of the questionnaires are also easy to count because their results are easy to quantify. After the questionnaire, researchers can choose a lot of software to count the results. In this paper, the questionnaire survey was used to investigate college students and teachers, company employees and social personnel. The goal of this survey is to analyze the psychology and behavior of these interviewed people under the Nike Hunger Marketing Program. The issues discussed in this article include consumers' knowledge and acceptance of Nike Hunger Marketing, the psychological impact of Nike Hunger Marketing on consumers and the impact of Nike Hunger Marketing on consumer behavior. After the survey, the subjects collected data from the questionnaire survey and collated the data to obtain information. Then, analyze the data obtained in this survey through statistical methods, and finally obtain the analysis results of consumer psychology and behavior under Nike Hunger Marketing.

3.1 Survey implementation

The survey method combines an online questionnaire and an offline paper questionnaire. Before conducting the survey, the researchers read a lot of literature on

hunger marketing management to understand the general principles of hunger marketing. Therefore, please ensure that the questionnaire design is scientific and comprehensive. When setting the answer to a question, in order to save the interviewee's time and ensure the accuracy of the survey, in principle, the answer to each question should not exceed five.

3.2 Survey methods

Questionnaire survey is a method often used in the survey process. In recent years, online questionnaires are a popular survey method because the advantages of this survey method are fast and environmentally friendly. At the same time, anonymous questionnaires make it easier for respondents to obtain their true ideas, thereby improving the accuracy and authenticity of the survey. At the same time, the use of online questionnaires has greatly improved the efficiency of data collection. The breakpoint recovery function (continue to answer after logging out after the next login) can also effectively use the fragment time to investigate the object. However, the disadvantage is that the answers to the questionnaire are voluntary and may lead to fewer answers to the question. Questionnaire Star is a website dedicated to questionnaires, where you can create relevant questions and distribute them to the interviewed team. At the same time, the questionnaire can be set up in Chinese and English. This survey does not involve user privacy and only interviews questions raised by Nike Hunger Marketing through analysis of consumer psychological behavior. For questions that respondents did not want to answer, we set an option to not answer.

The questionnaire of the offline questionnaire is the same as the questionnaire of the online questionnaire. The main investigation process was conducted in the UK and China. Distribute the questionnaire to some participants who volunteer to participate in the questionnaire, and collect the collected questionnaire. The advantage of this survey method is that it is more intuitive and allows face-to-face communication with participants. But this kind of questionnaire also has a disadvantage, that is, the efficiency

is too low.

3.3 Participants

In business management, many researchers have confirmed that consumer behavior is affected by many factors. Consumers' age, gender, nationality, and culture all influence consumers' purchasing choices. To ensure the accuracy of the results and the breadth of the survey, we interviewed different consumer groups in this survey. A total of 195 participants participated in the survey. Three unqualified questionnaires were deleted, and a total of 192 valid questionnaires were recovered. In the school survey, we surveyed 79 students and teachers from Shanghai University in China and Siam University in the Thailand, There are 61 students and 18 teachers. Table 1 lists the number of teachers and students of universities in China and Britain. In the company study, we conducted a survey of 10 company employees in China and the Thailand, with a total of 63 employees. In the social survey, we randomly surveyed 52 social personnel. The composition of the survey participants is shown in Figure 2. In this survey, I tried my best to ensure the diversity of participants so that we can analyze the psychological behavior of consumers under Nike Hunger Marketing more comprehensively..

Names of universities	Types	Number
Shanghai University	students	30
	teachers	8
Siam University Leicester	students	31
	teachers	10

Table1—Composition of school research participants in universities

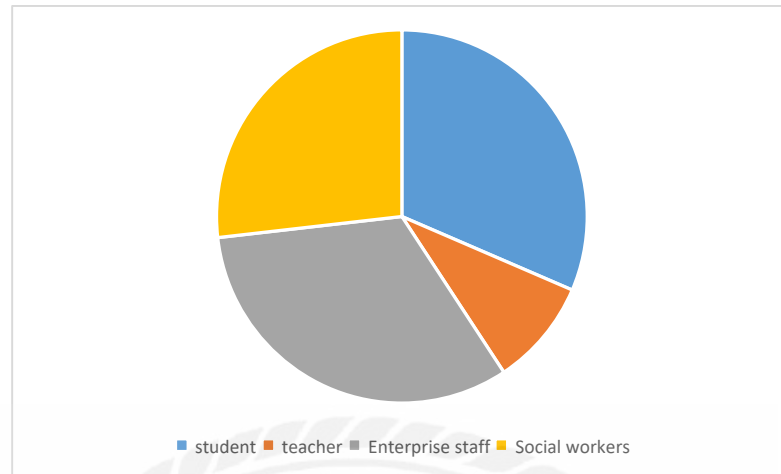


Figure 2 – The distribution of participants.

The employees of the ten companies participating in the questionnaire are shown in Table 2.

Shanghai Fengxian Development Group Co., Ltd.	Shanghai
Alibaba Group Co., Ltd.	hangzhou
China Railway No.8 Engineering Group Co., Ltd.	Beijing
China Construction Industrial & Energy Engineering Co., Ltd.	Beijing
Beijing City Investment Co., Ltd.	Beijing
FBLD CONSULTING LTD	london
layerCo., Ltd.	london
United Units Architects Ltd	london
Hamleys Ltd	london
ZEEMOU ZENG Ltd	london

Table 2 - list of companies participating in the survey.

3.4 The design of questionnaire

The researchers have read many relevant literatures, and at the same time have borrowed the research results of outstanding scholars. The researchers designed a questionnaire for this survey. The questionnaire is divided into five parts. They are the first part of general information. The first part is to survey respondents' gender, age, nationality and other basic information. The second part is the understanding of NIKE limited sports shoes. The second part investigates the interviewees' views on Nike hungry marketing products and investigates whether the respondents tend to buy hungry marketing products. The third part is the impact of Nike marketing on consumer psychology. The third part investigates the impact of Nike hungry marketing products on consumer psychology by asking questions. The fourth part is the impact of Nike marketing on consumer behavior. The fourth part studies the impact of consumer behavior on Nike Hunger marketing products. In the fifth part, if consumers buy Nike hunger marketing products, they use questionnaires to investigate the factors that promote consumers' purchasing behavior. According to the questionnaire, my researchers can understand the impact of Nike Hunger marketing products on consumer psychology and behavior from the feedback of participants. When setting the answer options for a question, the researcher needs to consider as many answers as possible for each question, so that the answers take care of the inner thoughts of each interviewee as much as possible. In some option settings related to degree issues, this questionnaire is set with 5 different levels of options.

In terms of language use, the language of each question should be concise and clear, easy to understand and easy to answer. The researchers adjusted the content and language of the questionnaire based on the previous summary of the concept of hunger marketing, combined with the relevant theoretical results of famous scholars, and some questionnaire cases. The answer to this questionnaire is neutral and no leadership. In this way, the true answers of the interviewees can be obtained to the greatest extent. In this way, reference data can be obtained, and data can be prepared for subsequent relevant analysis. The primary task when designing a questionnaire is to fully understand the purpose and content of the survey. To this end, researchers need to

carefully discuss the purpose of research, themes and theoretical assumptions, and carefully read the research plan. At the same time, this requires consultation and discussion with the designer of the plan to make the problem specific, organized, and actionable, that is, it becomes a series of measurable variables or indicators.

There are two types of questionnaires: closed questions and open questions. Open-ended questions (also called unstructured quizzes) are freely answered by the interviewee in their native language, and the answer choice is not clearly provided. However, this method is easy to cause the shortcomings that the survey results are difficult to count. Therefore, I chose closed questions in this questionnaire. In this survey, the survey was conducted within two weeks from February 12, 2020 to February 26, 2020. For the online questionnaire, the questionnaire of the survey was distributed on February 12, 2020, and the respondents were informed to complete the questionnaire within two weeks of submitting the results. For offline research, the respondents were surveyed on February 13 and February 24, 2020.

3.5 Data analysis

This survey uses online and offline questionnaires to survey respondents of different identities and nationalities to ensure the diversity of samples and the accuracy of experimental results. The questionnaire collected a total of 192 valid questionnaires. The researchers answered the paper questionnaire at the scene and recorded the facts in the interview. Sort out the data of the experiment results within the specified time, and use Excel spreadsheet to store the data results.

CHAPTER 4 DATA ANALYSIS

4.1 Basic situation analysis of the questionnaire

This time, there were 195 interviewees. A total of 192 valid questionnaires and 3 invalid questionnaires were retrieved. The effectiveness of the screening questionnaire is mainly based on the following criteria: First, the respondent missed certain options in the questionnaire and did not complete the answer. The second is that the respondent fills in the questionnaire at will. This questionnaire cannot represent the real opinions of the interviewees. The screening method used is to choose the option that I do not want to answer in several consecutive questions. The third point is that respondents do not have relevant purchasing experience, and such questionnaires are not representative. Based on these three principles for screening questionnaires, the researchers screened three invalid questionnaires. The number of valid questionnaires recovered was 192. These questionnaires are representative in principle.

4.2 Respondents' knowledge of Nike's hungry marketing products

In terms of interviewees 'Nike hungry marketing products, this study designed a total of 5 questions, to have a preliminary understanding of the respondents' knowledge of hungry marketing products. The content of this part of the problem is basically shown in Table 3:

No.	Sub-questions
1	Do you often follow Nike's hungry marketing products (limited time or limited supply products)
2	Have you ever bought a Nike Hunger Marketing product (limited time or limited time supply)
3	Why buy Nike Hunger Marketing products (limited time or limited supply)
4	You have a hobby for collecting limited products
5	Are Nike's products an important factor affecting your consumption

Table 3-Questions about Respondents' Knowledge of Nike Hunger Marketing Products.



For the survey results in the second part, we applied statistical methods to the final survey results and obtained the following results:

		1			2		3					
option		A	B	C	A	B	A	B	C	D	E	F
total		71	116	5	113	79	31	9	63	42	39	8
Gender (%)	Male	49	59	1	50	46	15	8	32	29	20	6
	Female	22	57	4	63	33	16	1	31	13	19	2
Age (%)	Below 20	36	71	1	71	23	18	0	39	24	21	0
	20-30	25	34	0	32	11	11	2	21	8	14	3
	30 or more	10	11	4	10	45	1	7	3	10	4	5
Identity (%)	Thailand	29	64	2	53	36	16	4	29	22	18	3
	China	42	52	3	60	43	15	5	34	20	21	5
Occupation (%)	Student	41	56	0	66	13	7	2	37	11	31	0
	Educator	3	9	2	5	31	8	1	6	2	1	0
	service worker	12	24	1	10	22	2	2	11	8	0	1
	Freelance	9	17	0	9	6	11	2	9	12	3	2
	Others	6	10	2	23	7	3	2	10	9	4	5

Table4-Statistics of the second part of the questionnaire

Based on the results of the statistical survey, questions can be drawn about whether the respondents in Part 2 understand the marketing products Nike wants. Most of the respondents (60%) products were concentrated on Nike Hunger Marketing, and most respondents (59%) purchased Nike Hunger Marketing products. The reason most consumers buy Nike's desired marketing products is that wearing them can make them stand out from the crowd. These people accounted for 33% of the respondents.

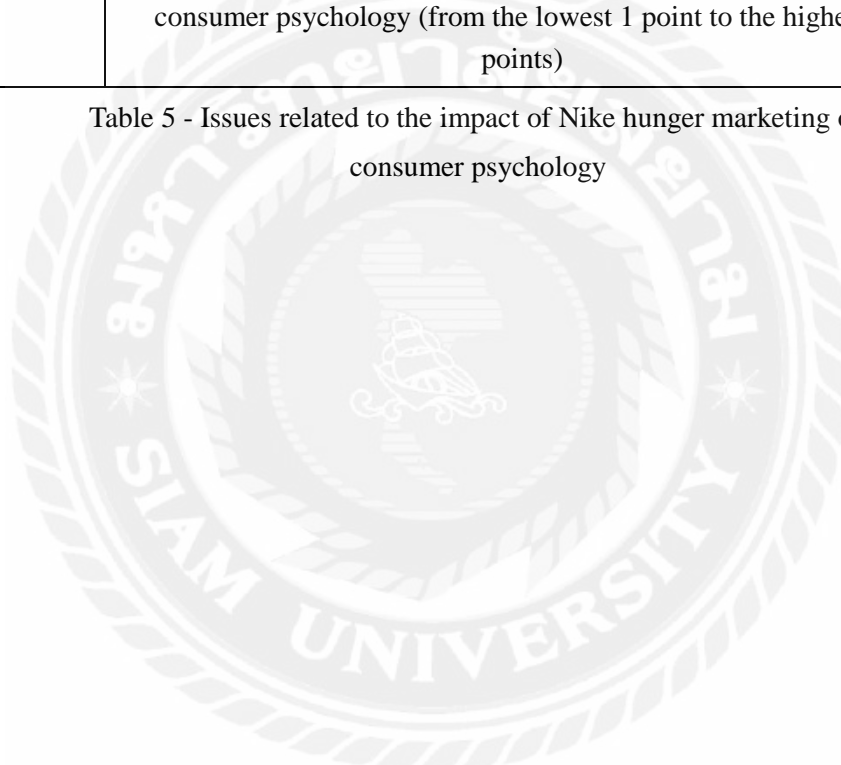
All in all, it can be found from the survey results that among these respondents, men prefer Nike's hunger marketing products to female respondents, while young respondents prefer Nike's hunger marketing products. In terms of career, students pay more attention to hunger marketing products, and teachers are the respondents who least care about hunger marketing products.

4.3 Impact of Nike Hunger Marketing on Consumer Psychology

In terms of the impact of Nike Hunger Marketing on consumer psychology, this study designed five questions to understand in detail the psychological impact of consumers on Hunger Marketing products. Table 6 basically shows the content of this part of the problem.

No.	Sub-questions
1	What do you think of Nike Hunger Marketing
2	Is product uniqueness an important factor affecting consumers' purchase of limited products?
3	You will buy and wear limited products to highlight your uniqueness
4	Having scarce products will bring you a greater sense of accomplishment and uniqueness
5	What do you think of the impact of Nike Hunger Marketing on consumer psychology (from the lowest 1 point to the highest 5 points)

Table 5 - Issues related to the impact of Nike hunger marketing on consumer psychology



The statistical results of the second part of the questionnaire are shown in Table 6:

		1			2			3			4		
option		A	B	C	A	B	C	A	B	C	A	B	C
total		25	134	33	63	65	64	56	94	42	54	43	95
Gender (%)	Male	15	63	18	33	35	29	39	57	21	30	20	56
	Female	10	71	15	30	30	35	17	37	21	24	23	39
Age (%)	Below 20	22	95	3	41	39	9	29	46	7	41	29	16
	20-30	2	21	12	18	25	25	16	39	15	8	11	34
	30 or more	1	18	18	4	1	30	11	9	20	5	3	45
Identity (%)	Thailand	14	66	19	34	39	25	32	53	19	24	28	46
	China	11	68	14	29	26	39	24	41	24	30	15	49
Occupation (%)	Student	19	98	9	51	52	8	32	46	3	31	28	13
	Educator	0	2	3	0	1	32	3	6	16	2	1	32
	service worker	2	9	6	4	2	9	9	10	17	6	4	28
	Freelance	1	11	7	2	6	7	4	20	3	7	5	12
	Others	3	14	8	6	4	8	8	12	3	8	5	10

Table6-Statistics of the third part of the questionnaire

option	A	B	C	D	E	F
total	25	45	38	56	49	19

Table7—Impact of Nike Hunger Marketing on Consumer Psychology

In the third part of the impact of Nike Hunger Marketing on consumer psychology, we can draw conclusions from the survey data. Many people maintain the consent of Nike Hunger marketing products, accounting for 70%. On the one hand, the uniqueness of product stimulus to consumers' purchasing needs is not much different, basically the same number of people agree and disagree. On the other hand, many interviewees expressed their willingness to wear special products, thus highlighting their own characteristics. 78% of the respondents expressed strong agreement and agreement. Regarding whether possessing scarce commodities would make respondents feel a sense of accomplishment, 49% of respondents said they would not feel a sense of accomplishment and uniqueness. From this survey, we can find that many interviewees want to wear inconsistent clothes with those around them, so that they have their own characteristics, but they do not have to reflect this characteristic when they are eager to buy marketing products.

Men's attitudes towards hungry products are more positive in terms of gender, age, nationality and occupation of the interviewees. The younger the interviewee, the greater the difference between the clothing they are pursuing and the surrounding clothing, and the hungry marketing products also give them a sense of accomplishment and professionalism. In terms of nationality, there is basically no difference between British and Chinese respondents, and the gap between the number of people who choose each answer is also small. In terms of career, students are eager to promote products because of their age. Instead, teachers and workers said they did not pursue them. Freelancers and other professional respondents account for a portion of the total population, second only to the student population.

From the perspective of the impact of Nike Hunger Marketing on consumer psychology, Nike Hunger Marketing products have a significant impact on consumer psychology. The degree of influence is 29% of the respondents. The survey results of the degree of influence are normally distributed.

4.4 Impact of Nike Marketing on Consumer Behavior

In terms of the impact of Nike Hunger Marketing on consumer psychology, this study designed three questions to understand in detail the psychological impact of respondents' hungry marketing products on consumer psychology. Recently, there are many behaviors in the society to snap up Nike Hunger Marketing products and then resell them. In this study, this behavior was also included in the impact of Nike Hunger Marketing on consumer behavior. The content of this part of the question is basically shown in Table 8:

No.	Sub-questions
1	If you face the same products, will hunger marketing products (limited time or limited supply products) stimulate your desire to buy
2	Is Resell to make money an important factor affecting consumer purchase of limited products?
3	Do you agree with this hype selling prices behavior, like resell to make money

Table8-Issues related to the impact of Nike hunger marketing on consumer behaviour

The statistical results of the questionnaire in the third part are shown in Table 9:

		1		2			3		
Option(%)		A	B	A	B	C	A	B	C
Total (%)		112	80	22	78	92	11	58	123
Gender (%)	Male	53	46	12	38	43	5	25	54
	Female	59	55	10	40	49	6	23	69
Age (%)	Below 20	71	23	6	32	29	5	13	23
	20-30	23	28	13	29	42	3	23	46
	30 or more	18	29	3	27	21	3	22	54
Identity (%)	Thailand	57	53	17	38	56	5	28	45
	China	55	48	5	40	46	6	30	78
Occupation (%)	Student	59	16	4	25	8	0	12	26
	Educator	9	49	3	19	2	0	3	35
	service worker	11	12	4	11	16	3	16	42
	Freelance	13	1	5	13	33	6	13	13
	Others	20	2	6	10	30	2	14	7

Table9—Impact of Nike Hunger Marketing on Consumer Psychology

In the third part of the questionnaire, the impact of Nike Hunger Marketing on consumer behavior, I summarize the results of the questionnaire data, we can understand the impact on the behavior of the interviewee from the survey results. It can be seen from the above data that when respondents face hunger marketing products, compared with ordinary products, most respondents will choose hunger marketing products, and these respondents account for 58%. Among the respondents who chose hungry marketing products, among the respondents by age, those who chose to buy hungry marketing products were those under 20 years of age. Due to age, the people who choose to buy the most hungry products are student interviews. On the one hand, as far as resale revenue affects consumers' choice of Nike hunger marketing products, most respondents did not choose to buy hunger marketing products, just because they wanted to resell revenue, and these groups accounted for 48%. On the other hand, in terms of whether they agree to purchase resale revenue from Nike Hunger Marketing products, most of the interviewees objected to this behavior, accounting for 64%. Regarding the behavior of resale proceeds, it can be derived from the data that gender and nationality factors have little effect on attitudes. The older they are, the less likely they are to realize such resale proceeds. The teachers and students disagreed, and the benefits of such resales were small.

4.5 Factors Affecting Consumer Psychology and Behavior

At the end of the questionnaire, we established a questionnaire to investigate the psychological thinking of the interviewees when dealing with Nike hungry marketing products. The questionnaire lists several reasons that may influence consumers to buy hungry marketing products. The interviewees classified these factors from important to unimportant. This helps to conduct an in-depth investigation of this study to face the true psychology of consumers who face Nike-hungry marketing products. The specific questionnaire and data results are shown in Table 11:

	Very important	important	Generally,	Unimportant
Resell to make money	2	13	89	88
Really love this product	43	54	35	60
uniqueness	113	68	8	3
Vanity and desire	89	24	30	49

Table10—Statistical results that influence consumers' motivation to buy limited edition products

According to the statistical results that influence consumers' motivation to purchase limited products, the survey found that Nike's hungry products have a significant impact on consumers' purchasing motivation. Among the interviewees, the most influential factor in choosing products eager for the market is consumers' pursuit of uniqueness and particularity. This is because consumers are now pursuing the personalized needs of Nike products. There are other consumers who need to buy hungry marketing products to relieve their desires and vanity. Respondents did not purchase most of the respondents because they really liked the products Nike marketing craved, only 50%.

4.6 Indicator reliability and validity analysis

In this research project, the independent variable respondents' knowledge of Nike's limited products, the impact of Nike's hunger marketing on consumer psychology, and the impact of Nike's hunger marketing on consumer behavior were divided into 5 topics, 5 topics and 3 Measured by title, these three research topics have undergone reliability analysis through SPSS. The specific reliability coefficients of each topic are shown in Table 11-a, Table 11-b, and Table 11-c:

Cronbach's Alpha	Based on standardized Cronbach's Alpha	Number of items
0.975	0.979	5

Table11-a Reliability of respondents' knowledge of Nike's limited products

Cronbach's Alpha	Based on standardized Cronbach's Alpha	Number of items
0.967	0.968	5

Table11-b The Impact of Nike Hunger Marketing on Consumer Psychology

Cronbach's Alpha	Based on standardized Cronbach's Alpha	Based on standardized Cronbach's Alpha
0.946	0.946	3

Table11-c Impact of Nike Hunger Marketing on Consumer Behaviour

Based on the above reliability coefficients, the following conclusions can be drawn: The alpha value of the Nike limited product Cronbach respondents is 0.975 (greater than 0.9) (based on the standard Cronbach's Alpha 0.979 (greater than 0.9)). The project is to give 5 respondents a better understanding of Nike's limited products. Cronbach's alpha value for the impact of Nike Hunger Marketing on consumer psychology is 0.967, which is greater than 0.9. Based on the standardized Cronbach's Alpha of 0.968 (greater than 0.9), the data shows that in this study of hungry marketing NIKE consumers, the research results of hunger marketing on consumer psychology are reliable, and this result is trustworthy; For the same reason, the data can also indicate that the results of studies on the effects of hunger marketing on consumer behavior are also very reliable.

Subsequently, the effectiveness of this study was analyzed. The sphericity test of Kmo and Bartlett is usually used to measure the validity of the questionnaire. Generally,

if the kmo coefficient of the questionnaire is greater than 0.9, the validity of the questionnaire is good. If the validity coefficient is greater than 0.8, the validity of the questionnaire is appropriate. 0.7 is fair, 0.6 is inappropriate. The KMO validity of the questionnaire is 0.807, which is greater than 0.8, and the reliability is good. The chi-square is approximately 2740.169. Bartlett's sphericity test is 55, and the significance of 0.0001 is less than 0.01, which is very significant, indicating that the overall validity of the questionnaire is very good.

KMO / Bartlett test		
KMO		0.807
Bartlett's sphericity test	Approximate chi-square	2740.169
	df	55
	Sig	0.0001

Table12-Overall validity analysis

This topic analyzes the validity of each part of the questionnaire separately. The specific results are shown in Table13-a, Table13-b, and Table13-c:

KMO/Bartlett test		
KMO		0.74
Bartlett's sphericity test	Approximate chi-square	936.614
	df	3
	Sig	0.0001

Table12-a Validity of respondents' knowledge of Nike's limited products

The variable “Respondents’ understanding of Nike ’s limited products ”has a validity kmo of 0.74, which is better than 0.7. The chi-square approximation is 936.614. Bartlett's sphericity degree of freedom test is 3, and the significance is 0.0001 less than 0.01, which is extremely significant.

KMO/Bartlett test		
KMO		0.762
Bartlett's sphericity test	Approximate chi-square	778.934
	df	3
	Sig	0.0001

Table 12-b Effectiveness of Nike Hunger Marketing on Consumer Psychology

The variable "Nike Hunger Consumer Psychological Marketing" has an effective kmo of 0.762, which is greater than 0.7. The chi-square approximation is 778.934. Bartlett's sphericity degree of freedom test is 3, and the significance is 0.01 less than 0.01, which is very significant.

KMO/Bartlett test		
KMO		0.749
Bartlett's sphericity test	Approximate chi-square	594.665
	df	3
	Sig	0.0001

Table 12-c Effectiveness of Nike Hunger Marketing's Impact on Consumer Behavior

The effect of the variable "Nike hunger marketing on consumer behavior" kmo is 0.749, which is better than 0.7. The chi-square is about 594.665. Bartlett's sphericity degree of freedom test is 3, and the significance is 0.01 less than 0.01, which is very significant.

4.7 Correlation analysis

Relevance is an uncertain relationship. Correlation analysis can test the strength of correlation between different variables.

		Correlations				
		Psychology and behavior	Hobby	Resale for money	Vanity and desire	Uniqueness
Psychology and behavior	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	192				
hobby	Pearson Correlation	.803**	1			
	Sig. (2-tailed)	.000				
	N	192	192			
Resale for money	Pearson Correlation	.341**	.365**	1		
	Sig. (2-tailed)	.000	.000			
	N	192	192	192		
Vanity and desire	Pearson Correlation	.595**	.407**	.482**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	192	192	192	192	
Uniqueness	Pearson Correlation	.809**	.761**	.361**	.804**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	192	192	192	192	192

** . Correlation is significant at the 0.01 level (2-tailed).

As can be seen from the table, there are five variables: psychology and behavior, hobbies, resale profits, desire and vanity, uniqueness. There is a significant positive correlation between the two variables, P is less than 0.01, and the correlation coefficient r is 0.341-0.809. In addition, uniqueness has the highest positive correlation with psychology and behavior, uniqueness with hobby, uniqueness with vanity and desire, and hobby with psychological behavior.



CHAPTER 5 DISCUSSION

5.1 Discussion of research results

Marketers understand that consumer purchase decisions are one of the key tasks. (Kotler, 2012) found that about 70% of consumers make purchase decisions in stores, and the marketing methods of marketers will affect consumers' purchasing choices. Although hunger marketing can attract the attention of many consumers, this is a relatively successful strategy. However, there is not much authoritative literature on marketing, and there is still a big gap in the research on hunger marketing. The purpose of this research is to increase our understanding of the field of hunger marketing. Through quantitative research methods, the psychology and behavior of consumers in Nike Hunger Marketing and the factors that influence consumers are studied and analyzed. According to the research results and analysis, the results are discussed from the following aspects.

First, the researchers analyzed the interviewees' personal information. Most interestingly, the study found that most of the respondents who choose to buy NIKE hunger marketing products are teenagers under 20 years old. This finding is related to the research findings of (Grime, 2002). They found that many high-end brands have begun to look for other consumer groups, such as young millennials. Millennials like to emphasize uniqueness by buying or wearing rare clothes (Tepper & Hoyle, 1996). Nike also shifted its sales focus to young people. Their survey shows that 67% of NIKE consumers are under the age of 25. Consumers of this age have direct purchasing power and great influence (Chen, 2019).

The study found that with the emergence of the "sunshine temperament of new hegemony", including male feminization. The study found that today's men are more concerned about their appearance and temperament than ever before, and are more focused on dress and dress (Ostberg, 2009). Sturrock and pioch 1998). The results of

this study show that among these respondents, male respondents prefer Nike's hunger marketing products to female respondents. (Shipra Gupta 2013) research shows that when men are affected by hunger marketing, they associate hunger marketing with competition, which triggers a psychological reaction, which leads to a sudden and spontaneous purchase desire woman.

According to the questionnaire survey, most respondents (60%) will focus on Nike products under hunger marketing. They obtained information about these hunger marketing products from the media and word-of-mouth communication. The more media and word-of-mouth publicity, the more consumers can feel the positive information of the product. Strengthening publicity is one of the ways to increase the profitability of "hunger marketing" products. Research on Mittone and Savadori also shows that scarce information increases consumers' willingness to buy (Mittone & Savadori 2009). The wide spread of advertising among consumers will increase the impact of scarcity, which sends scarce information to consumers, thereby affecting consumers' psychology. Lack of information will increase the value of hunger marketing products and increase consumers' willingness to buy hunger marketing products. The findings provide insights into the similarities and complementarities of hunger marketing and scarce literature. In general, research shows the importance of information dissemination in hunger marketing.

From the research results, Nike's hunger marketing products have a significant impact on consumer psychology, the degree of influence is normally distributed, and external marketing model factors will affect consumer psychology, which is consistent with the findings of bagozzi (1989). (Bagozzi, 1989) found that after tomorrow, consumers' purchasing behavior will be affected by the environment, and external marketing factors will stimulate consumers to produce corresponding purchasing behaviors.

According to the second resale survey of Nike Hunger Marketing Products, most of the respondents did not choose to buy Hunger Marketing Products because they hope to get more revenue from the second resale. However, the results of this survey are not

directly proportional to the number of transactions on second-hand resale platforms (such as the stockx platform in the United States & the visiting platform in China). On these trading platforms, the number of Nike Hunger marketing products is very large. Judging from the number of transactions of Nike Hunger marketing products, secondary resale is very popular, which is inconsistent with the results of this study. In this research survey, the data shows that most people do not like to make money through resale, but in terms of the number of transactions conducted through online trading platforms, this second resale is very common, and most hungry marketing products All will be traded. once again. The reason for this difference still needs further research and analysis in the future.

This study also conducted in-depth research and analysis of factors that affect consumers. From the perspective of results, our results show that among respondents, the most influential factor in choosing hunger marketing products is that consumers have a unique The pursuit of sex and particularity. The results show that most consumers are pursuing Nike's hunger marketing products to meet their unique needs. Uniqueness is the psychological needs of consumers, especially those affected by Western culture. They value their uniqueness. Compared with consumers of Eastern culture, they have a greater need for uniqueness (Snyder & Fromkin, 1977). According to the survey of this study, the reason why most consumers buy Nike hungry marketing products is that wearing these hungry marketing products can make them stand out from the crowd. These people accounted for 33% of the respondents. The study also observed that the unique needs of consumers are closely related to vanity and desire. Some consumers need to buy hungry marketing products to alleviate their desires and vanity, which shows that the uniqueness of consumers is directly related to vanity and desire attributes.

Overall, these findings have made important contributions to the field of hunger marketing, which deepens our understanding of the impact of hunger marketing on consumers and helps us to further understand hunger marketing.

5.2 Limitations

Due to the problems of time, social environment, personal ability and cost, our research still has some limitations. These limitations reduce the reliability and effectiveness of the study. Due to the actual situation, these limitations are still unbreakable, but these limitations also indicate that the study can continue to be discussed in the future. Research on this issue has great research potential.

(1). First of all, this marketing method of hunger marketing is an emerging marketing method, and has not been popular in the market for a long time, so there are few theoretical research materials for reference. It is difficult to find a way to directly study the factors that directly affect consumers. Most research on hunger marketing is related to scarcity and perceived value. These are indirect studies about hunger marketing, which cannot directly reflect how hunger marketing markets consumers' psychology and behavior. Therefore, this study will have flaws in theoretical analysis and selection of marketing elements. In addition, in the design of the questionnaire survey, four influencing factors of hunger marketing that affect consumer psychology and behavior are listed, namely uniqueness, desire and vanity, and the secondary resale of money and hobbies, which is emerging. Although these four factors have certain representativeness, the hunger marketing method still cannot cover all the factors in real life. With the development of time, the marketing method of hunger marketing will become more and more mature, more and more businessmen adopt this method, and its constituent elements will also be gradually enriched. Therefore, in the future, based on this article, we can conduct hunger marketing research and list several influencing factors to more comprehensively study the impact of hunger marketing on consumer psychology and behavior.

(2). In the social environment, since the new coronavirus has swept the world, in order to target this virus, governments have begun to prevent crowds from gathering, so that everyone starts to isolate at home, which is a big challenge. Barriers to data collection. This affects the efficiency of data collection. At the same time, DMU's Deputy Research Director has informed all researchers (including students) that they must immediately stop any face-to-face data collection and seek alternative data

collection methods. Therefore, researchers can only stop collecting offline related data halfway, and can only collect data through online methods such as mailbox and WeChat. The data collected through online methods alone may not be representative and comprehensive, and its authenticity is also questionable.

(3). In terms of data collection, the respondents in this study are mainly consumers from campuses, most of them are college students. These participants are well-educated. Due to the limited time and cost of this study, the participants are mainly from the United Kingdom and China. Two countries. Data surveys in these two countries alone may affect the accuracy of the research results and cannot convince globalization. Participants also came mainly from De Montfort University and China. Most of the students and teachers of the University of International Business and Economics are students. Although this method can save time and cost, its sample size is too small, and the number of participants is less than 200, which leads to insufficient persuasion of the research results; at the same time, the group of participants is not diverse, the group of students and teachers It is a more open group, and it is easier to accept hunger marketing as a marketing method, which may affect the accuracy of the research results. Given this limitation, future research should give priority to people with different educational backgrounds and cultures. In addition, in order to enhance the persuasiveness of the research results, future research can expand the sample size.

(4). Due to the influence of objective conditions (such as time and cost), this study uses cross-sectional studies rather than longitudinal studies. The data used in cross-sectional studies was collected at a certain point in time or a relatively short period of time. It can only objectively reflect the current situation; but as time goes by, consumer psychology and behavior may change over time, which will lead to inaccurate research results and lack of persuasion. In future research on hunger marketing, researchers can track consumers' psychological and behavioral changes for a long time, which can more accurately analyze the causal relationship between hunger marketing and consumer buying behavior..

5.3 Conclusion

Nowadays, at the current stage of product and future market development, marketing and how to gain more market share have become increasingly important factors that affect the success of corporate competition. (Qiu Haiyan 2012) believes that the current market needs products and services that are more innovative and more in line with actual needs. Today, the best marketing method in the market does not mean how to sell products to customers, but to understand how to make customers willing to accept products and let customers actively pursue products. Hunger marketing is a marketing method that allows customers to actively pursue products. In today's society, hunger marketing as a new type of effective marketing means is of great significance.

This article first sorts out and summarizes the theoretical and empirical research in the related fields of hunger marketing development history, scarcity, consumer perceived value and brand effect. Then, using NIKE as the research carrier, four factors that influence consumers' "hunger marketing" are proposed, and the relationship model between these four factors and consumers' psychology and behavior is established to determine the research direction.

When the seller is engaged in hunger marketing, the premise is to combine the actual situation of the enterprise and the sales environment. For example, the brand of the product must be recognized by consumers, the product must be innovative and in line with today's fashion trends, and each company must also adjust accordingly according to its actual situation. Each seller must make corresponding adjustments according to his actual situation, and cannot copy blindly. The purpose of this study is to analyze and analyze how NIKE hunger marketing affects consumers and how to allow consumers to actively pursue the direction of product development.

According to the research purpose of this article, researchers use measurable questionnaires as data collection tools, through scale design, use SPSS software to verify the reliability and effectiveness of valid questionnaires recovered, and analyze them through correlation analysis and factor analysis. The results were verified, and the

model was modified based on the analysis results, and the following conclusions were drawn:

(1) This study first found that NIKE's hunger marketing has the greatest impact on the psychology and behavior of young people under the age of 20. Consumers of this age are more likely to be attracted by the seller's hunger marketing strategy. They are more active in purchasing products, and they also hope to obtain higher satisfaction. The results of this study also show that among these respondents, male respondents prefer Nike's hunger marketing products to female respondents, and male respondents are more willing to consume NIKE hunger marketing products. Therefore, NIKE's main sales target should be men under 20 years of age.

(2) Research shows the importance of information dissemination in hunger marketing. Empirical research shows that the spread of scarce information has a positive impact on consumers' psychology and purchasing behavior. The more media and word-of-mouth publicity, the more consumers can feel the positive information of the product. The wider the spread of scarce information, the greater the positive impact it will have on consumer psychology and buying behavior.

(3) Regarding the influencing factors of "hunger marketing" on consumers, the research results show that the four elements of hobby, resale and making money, desire and vanity, uniqueness will positively affect customers' psychology and purchasing behavior. Among them, the most influential factor is consumers' pursuit of uniqueness and particularity. There is a significant positive correlation between these four influencing factors.

Nike's success lies not only in its near-perfect products and strong brand effect, but also in its unique marketing strategy. Nike's strategy is worthy of reference, but the company should formulate its own unique strategic method according to the company's actual situation, and do not blindly imitate. This article studies how hunger marketing affects consumers' psychology and behavior, can help business managers better understand the impact of hunger marketing on consumers, and helps managers better formulate business strategies suitable for enterprises.

PERSONAL REFLECTION

After four months of hard work, the research project of this thesis has been successfully completed. In the process of writing the thesis, I gained a lot of insights, and also learned some introspective failure lessons. I learned a lot from this experience. The creative experience of this article has an important reference role for my future research and creation, and will promote my future success.

First, I encountered one of the most serious mistakes in the topic selection of the thesis. When choosing a theme, I did not consider the overall situation, nor did I follow the five principles of "necessity", "value", "feasibility", "creativity" and "practicality" in scientific research, but only based on my My interest made me feel that I was stuck in a quagmire in my later creation and encountered many difficulties.

Although the topic of hunger marketing is relatively new and a hot topic in recent years, because of this novel topic, there is very little literature on hunger marketing. There are great obstacles to the creation of degree thesis. There are not many precedents for my reference and reference. I spent a lot of time to find the right research direction. Through communication with the thesis supervisor, a particularly perfect and practical research theme was finally determined.

In the subject of hunger marketing, the correlation between references is weak. Very few documents in the past were directly related to this topic. Only some relatively weak data, such as scarcity, perceived value, etc. At the same time, these references cannot accurately reflect the latest research. Papers with high academic value should be able to reflect the latest relevant research results of this topic. However, the publication date of these research papers on hunger marketing is still far away. This makes it difficult for readers to believe that the progress of research results, too much distance will reduce the accuracy, especially compared with the past hunger marketing, hunger marketing in the society has changed a lot, and from this conclusion. The previous research literature may not be applicable to the current social environment. Therefore,

in the literature selection, we must try to find some publication dates close to the current time in order to improve the accuracy and reliability of the research results.

Due to the impact of capital cost, working time cost and epidemic situation, the study did not collect enough data, so the sample size of the study is very small, and the study results have not been verified. Due to the impact of the new coronavirus pneumonia (COVID-19) epidemic, many of my Thai classmates are on vacation rather than on campus. At the same time, due to the impact of this new coronavirus pneumonia (COVID-19) epidemic, I also returned to China. In addition, the data collection time is very short, resulting in insufficient research samples collected in Thailand, which affected my research results. To solve this problem, I prepared more Chinese questionnaires. Although this method solves the problem of insufficient sample size, due to the large number of Chinese researchers, it also reduces the accuracy of the research results, which may cause the research results to not be displayed globally.

While writing this article and communicating with my supervisor, I found that my language problem is still serious, and I need to continue to improve my English so that I can communicate and complete tasks more effectively.

After completing the thesis task, I learned a lot, which will promote my future success.

REFERENCE

- Aggarwal, Praveen, Sung Youl Jun, and Jong Ho Huh. (2011). "Scarcity Messages: A Consumer Competition Perspective," *Journal of Advertising*, 40(3), 19–30.
- Arnold Mark J. and Kristy E. Reynolds. (2003). "Hedonic Shopping Motivations," *Journal of Retailing*, 79, 77-95.
- Albrecht, C. M., Backhaus, C., Gurzki, H., & Woisetchlager, D. M. (2013). Drivers of brand extension success: What really matters for luxury brands. *Psychology and Marketing*, 30(8), 647-659.
- Babakus, Emin, Peter Tat, and William Cunningham. (1988). "Coupon Redemption: A Motivational Perspective," *Journal of Consumer Marketing*, 5(20), 37-43.
- Balachander, S., Liu, Y., & Stock, A. (2009). An Empirical Analysis of Scarcity Strategies in the Automobile Industry. *Management Science*, 55(10), 1623–1637.
- Brehm, Jack W. (1966). *A Theory of Psychological Reactance*. Morristown, NJ: General Learning Press.
- Belk, Russell W. (1988). "Possessions and the Extended Self," *Journal of Consumer Research*, 15 (3), 139–167.
- Bell, David. E. (1982). "Regret in Decision Making under Uncertainty," *Operations Research*, 30, 961–81.
- Bell, E. and Bryman, A. (2007). 'The ethics of management research: and exploratory content analysis', *British Journal of Management*, 18(1): pp. 63-77.
- Brehm, Sharon S. and Jack W. Brehm. (1981). *Psychological Reactance: A Theory of Freedom and Control*. London: Academic Press.
- Brock, Timothy C., ed. (1968). *Implications of Commodity Theory for Value Change*, New York: Academic Press.
- Brown, S. (2001). Torment your customers (they will love it). *Harvard Business Review*, 79(9), 82-88.
- Bolton, Lisa E. and Americus Reed, II. (2004). "Sticky Priors: The Perseverance of Identity Effects on Judgments," *Journal of Marketing Research*, 41 (October), 397–410.
- Chen, Gang, Li Yong. (2016). Effects of Product Positioning on the Acceptance of Hunger Marketing—Taking the Smart Phone Industry as an Example [J] .*Shopping Mall Modernization*, 2016 (15).
- Cialdini, R. B. (2001). *Influence: Science and Practice*. Needham Heights, MA:
- Chen, K. J., & Liu, C. M. (2004). Positive brand extension trial and choice of parent brand. *Journal of Product and Brand Management*, 13(1), 25-36.

- Clelland, Mona A. & Robert A. Wicklund. (1980). "Consumer Behavior and Psychological Reactance," *Journal of Consumer Research*, 6, 389-401.
- Coley, Amanda and Brigitte Burgess. (2003). "Gender Differences in Cognitive and Affective Impulse Buying," *Journal of Fashion Marketing and Merchandising*, 7(3), 282-295.
- Eisend, M. (2008). Explaining the impact of scarcity appeals in advertising: The mediating role of perceptions of susceptibility. *Journal of Advertising*, 37(3), 33-40.
- Fitzsimons, G. J. (2000). Consumer Response to Stockouts. *Journal of Consumer Research*, 27 (September), 249-266.
- Garretson, Judith A. and Scot Burton (2003). "Highly Coupon and Sale Prone Consumers: Benefits beyond Price Savings," *Journal of Advertising Research*, 43(2), 162-172.
- Grime, I., Diamantopoulos, A., & Smith, G. (2002). Consumer evaluations of extensions and their effects on the core brand: Key issues and research propositions. *European Journal of Marketing*, 36(11), 1415-1438.
- Grönroos, C. (1997). Keynote paper from marketing mix to relationship marketing - towards a paradigm shift in marketing. *Management Decision*, 35(4): 322 - 339.
- Golafshani, N. (2003). Understanding Reliability and Validity in Qualitative Research. *The Qualitative Report*, 8(4), 597-606.
- Guan Zhenqin.(2013). Hunger Marketing Strategy Based on Consumer Psychology, *Modern Marketing*, 2013 (12): 047-048.
- Hannah, Edward T., Elena R. Hanna, and Barbara Wattie (1975). "Arousal of Psychological Reactance as a Consequence of Predicting an Individual's Behavior," *Psychological Report*, 37, 411-420.
- James C. Anderson, James A. Narus. (1994). Price, Product information and Purchase intention: An Empirical Study. *Journal of the Academy of Marketing Science*. 1994, 22(1): 16-27
- Kantamneni, S. and Coulson, K. (1996). Measuring Perceived Value: Scale Development and Research Findings from a Consumer Survey. *Journal of Marketing Management*, 6(2): 72-86.
- Kapferer, J. N. (1997). Managing luxury brands. *Journal of Brand Management*, 4(4), 251-260.
- Kapferer, J. N., & Bastien, V. (2009). The specificity of luxury management: Turning marketing upside down. *Journal of Brand Management*, 16(5), 311-322.
- Keller, K. (2013). Strategic brandt management: building, measuring, and managing brand equity. Upper Saddle River, New Jersey: Prentice Hall.
- Kim, C. K., Lavack, A., & Smith, M. (2001). Consumer evaluation of vertical brand extensions and core brands. *Journal of Business Research*, 52(3), 211-222.
- Knowles, Eric S. and Jay A. Linn (2004). *Resistance and Persuasion*. Mahwah, NJ: Lawrence Erlbaum.

- Li Yanping, Chen Yan. (2012). Analysis of Success Factors of Sports Brand Marketing, *Value Engineering*, 2012: 123.
- Lynn, M. (1989). Scarcity Effects on Value: Mediated by Assumed Expensiveness? *Journal of Economic Psychology*, 10, 257-274.
- Lynn, M. (1991). "Scarcity Effects on Value: A Quantitative Review of the Commodity Theory Literature," *Psychology and Marketing*, 8, 43–57.
- Lynn, M and P. Bogert. (1996). "The Effect of Scarcity on Anticipated Price Appreciation," *Journal of Applied Social Psychology*, 26(22), 1978–84.
- Magnoni, F., & Roux, E. (2008). Stretching the brand down: Does it affect consumer-brand relationship. *Proceedings of the Thought Leaders International Conference on Brand Management, Birmingham Business School, UK*. 15-16.
- Min, Kyeong Sam. (2003). "Consumer Response to Product Unavailability," Doctoral Dissertation, Ohio State University.
- Mittone, L. and L. Savadori (2009). "The Scarcity Bias," *Applied Psychology*, 58 (3),453–468.
- Mowen, J.C. (2000), *The 3M Model of motivation and Personality: Theory and Empirical Application to Consumer Behavior*, Boston: Kluwer Academic.
- Nichols, Bridget S. (2012). "The Development, Validation, and Implications of a Measure of Consumer Competitive Arousal (Ccar)," *Journal of Economic Psychology*, 33, 192–205.
- NIKE (2020). NIKE. Retrieved from: www.nike.com.
- Patrick, J.F. (2002). Experience use history as segmentation tool to examine golf travellers' satisfaction, perceived value and repurchase intentions. *Journal of Vacation Marketing*, 8(4): 332- 342.
- Patrick, J.F. (2002). Development of a multi-dimensional scale for measuring the perceived value of a service. *Journal of Leisure Research*, 34(2): 119-134.
- Ratner, K. G., & Amodio, D. M. (2013). Seeing "us vs. them": Minimal group effects on the neural encoding of faces. *Journal of Experimental Social Psychology*, 49, 298 –301.
- Ratner, K. G., Kaul, C., & Van Bavel, J. J. (2013). Is race erased? Decoding race from patterns of neural activity when skin color is not diagnostic of group boundaries. *Social Cognitive and Affective Neuroscience*, 8, 750 –755
- Richins, Marsha L. and Scott Dawson (1992). "A Consumer Values Orientation for Materialism and its Measurement: Scale Development and Validation," *Journal of Consumer Research*, 19(3), 303-316.
- Sheth, J.N., Newman, B.I. and Gross, B.L. (1991). Why we buy what we buy: a theory of consumption values. *Journal of Business Research*, 22(2),159-170.

- Slevitch, L. (2011). Qualitative and Quantitative Methodologies Compared: Ontological and Epistemological Perspectives. *Journal of Quality Assurance in Hospitality & Tourism* 12,1,73-81
- Snyder, C. R. and Howard L. Fromkin (1977). "Abnormality as a Positive Characteristic: The Development and Validation of a Scale Measuring Need for Uniqueness," *Journal of Abnormal Psychology*, 86, 518-27.
- Stiller, Meike (2011). "Is Less More? The Influence of Scarcity Strategies on Variety Seeking," Doctoral Dissertation, Maastricht University.
- Stock, A., & Balachander, S. (2005). The Making of a "Hot Product": A Signaling Explanation of Marketers' Scarcity Strategy. *Management Science*, 51(8), 1181–1192
- Swami, S., & Khairnar, P. J. (2003). Diffusion of products with limited supply and known expiration date. *Marketing Letters*, 14(1), 33-46.
- Sweeney, Jillian C. and Geoffrey N. Soutar (2001). "Consumer Perceived Value: The Development of a Multiple Item Scale," *Journal of Retailing*, 77, 203-220.
- Tepper, Kelly and Rick H. Hoyle (1996), "Latent Variable Models of Need for Uniqueness," *Multivariate Behavioral Research*, 31(4), 467-494.
- Van Herper, E., Pieters, R., & Zeelenberg, M. (2009). When demand accelerates demand: Trailing the bandwagon. *Journal of Consumer Psychology*, 19, 302–312
- Verhallen, Theo M. (1982). "Scarcity and Consumer Choice Behavior," *Journal of Economic Psychology*, 2(2), 299–321.
- Völckner, F., & Sattler, H. (2006). Drivers of brand extension success. *Journal of Marketing*, 70(2), 18-34.
- Wicklund, Robert A. (1974). *Freedom and Reactance*. Hillsdale, NJ: Lawrence Erlbaum Associates.
- Worchel, S. (1992), "Beyond a Commodity Theory Analysis of Censorship: When Abundance and Personalism Enhances Scarcity Effects," *Basic and Applied Social Psychology*, 32(5), 906-914.
- Woodruff, R. B. (1997). Customer value: The next source for competitive advantage. *Journal of Academy of Marketing Science*, 25, 139-153.
- Zeithaml, V.A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(July):2-22.

APPENDIX

Appendix 1

English questionnaire and Chinese questionnaire

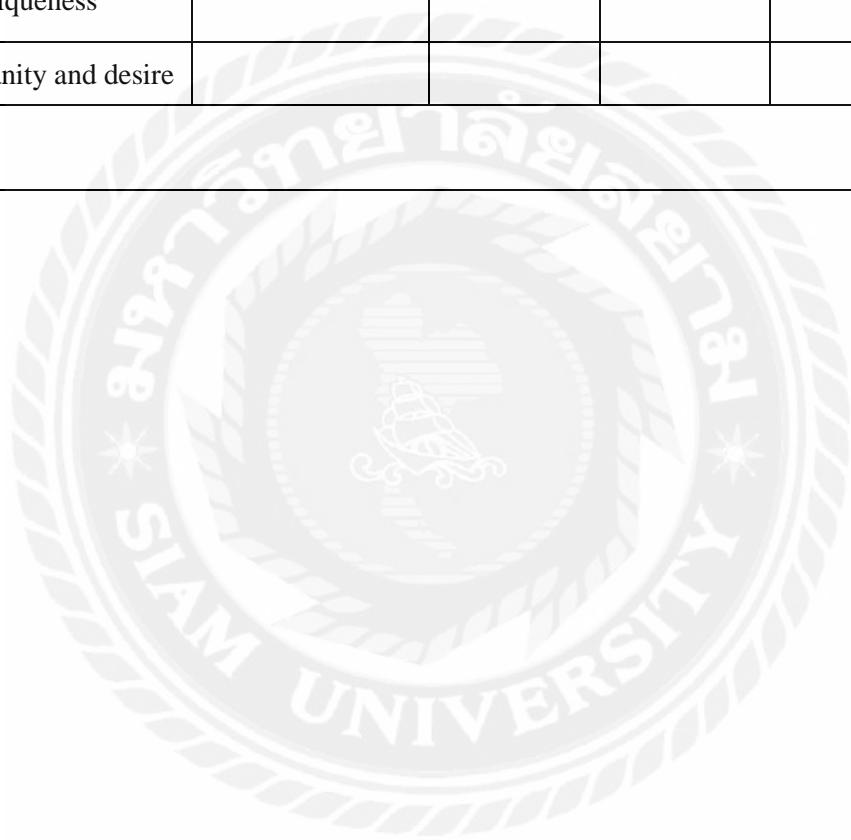
NIKE's Hunger Marketing Impacts Consumer Psychology

The research results of this survey are only applicable to our graduation thesis report. The information you provide will not be used for business, nor will it be disclosed. For the following questions, please fill in according to your own actual situation.

Part 1 – general information				
1. What is your gender?				
Male	Female	I don't want to answer		
2. What is your age?				
Below 20	20-30	30 or more		
3. What is your nationality?				
UK	China	Other		
4. What is your occupation?				
Student	Educator	service worker	Freelance	Others
Part 2 – Understanding of NIKE's limited sneakers				
5. Do you usually focus on Nike's hunger marketing products (limited time or limited supply products)				
Very Know	General understanding			Unknow
6. Have you ever purchased Nike's hunger marketing products (limited time or limited supply products)				
Yes	No			
7. Why did you buy Nike's hunger marketing products (limited time or limited supply products)				
Fashion Design	Appropriate price	Dress differently		
Curiosity about products	Because all the friends around want to have			Resale proceeds
8. You have a hobby for collecting limited products				

Yes	No	
9.Is Nike limited product an important factor affecting your consumption		
Yes	No	
Part 3 – The influence of Nike marketing on consumer psychology		
10.What is your opinion on the hunger marketing of NIKE?		
Very much agree	Agree	No comments
Disagree		
11.Is Product uniqueness an important factor affecting consumer purchase of limited products?		
Very much agree	Agree	No comments
Disagree		
12.You will buy and wear limited products to highlight your uniqueness		
Very much agree	Agree	No comments
Disagree		
13. Owning scarce products will bring you a greater sense of accomplishment and uniqueness.		
Very much agree	Agree	No comments
Disagree		
14.What do you think is the level of the impact of Nike hunger marketing on consumer psychology (from 1 lowest, 5 highest).		
1 level	2 level	3 level
4 level	5 level	
Part 4 – The influence of Nike marketing on consumer behavior		
15.If you face the same products, will hunger marketing products (limited time or limited supply products) stimulate your desire to buy		
Yes	No	
16.Is Resell to make money an important factor affecting consumer purchase of limited products?		
Very much agree	Agree	No comments
Disagree		
17.Do you agree with this hype selling prices behavior, like resell to make money		
Very much agree	Agree	No comments
Disagree		
Part 5 – Factors influencing consumers' psychology and behavior		
The following are the motivations of influential consumers to purchase limited products. Choose the level of impact you think is appropriate.		

	Very important	important	Generally,	Unimportant	
Resell to make money					
Really love this product					
uniqueness					
Vanity and desire					



汉语问卷

耐克饥饿营销影响消费者心理

本次调查的研究成果仅适用于本校的毕业论文报告。您提供的信息不会用于商业用途，也不会被披露。以下问题请根据自己的实际情况填写。

第 1 部分-基本信息				
1. 你的性别是什么?				
男性	女性	我不想回答		
2. 你几岁				
20 岁以下	20-30	30 或更多		
3. 你的国籍是什么?				
英国	中国	其他		
4. 你的职业是?				
学生	教育家	服务人员	自由职业的	其他
第 2 部分-对耐克的限量产品的了解程度				
5. 你是否经常关注耐克的饥饿营销产品 (限时或限量供应产品)				
非常了解	一般理解	不确定		
6. 您是否购买过耐克饥饿营销产品 (限时或限时供应产品)				
是的	没有			
7. 为什么购买耐克饥饿营销产品 (限时或限量供应产品)				
产品的设计	合适的价格	穿着不同		
对产品的好奇心	因为周围的朋友都想买	转售收益		
8. 你有收藏限量产品的爱好				
是的	没有			
9. 耐克有限公司的产品是否是影响你消费的重要因素				
是的	没有			
第 3 部分-耐克饥饿营销对消费者心理的影响				
10. 你对耐克饥饿营销有何看法?				
非常同意	同意	不评论		
不同意				
11. 产品独特性是否是影响消费者购买限量产品的重要因素?				
非常同意	同意	不评论		
不同意				
12. 您将购买和佩戴有限的产品, 以突出您的独特性				

非常同意	同意	不评论			
不同意					
13. 拥有稀缺的产品会给你带来更大的成就感和独特感。					
非常同意	同意	不评论			
不同意					
14. 你认为耐克饥饿营销对消费者心理的影响程度如何（从最低的 1 分，最高的 5 分）。					
1 级	2 级	3 级			
4 级	5 级				
第 4 部分-耐克营销对消费者行为的影响					
15. 如果你面对同样的产品，饥饿营销产品（限时或限时供应的产品）是否会刺激你的购买欲望 15. 如果你面对同样的产品，饥饿营销产品（限时或限时供应的产品）是否会刺激你的购买欲望					
是的	不会				
16. 转售赚钱是影响消费者购买限量产品的重要因素吗？					
非常同意	同意	不评论			
不同意					
17. 你同意这种炒作卖价的行为吗，比如转卖赚钱					
非常同意	同意	不评论			
不同意					
第 5 部分-影响消费者心理和行为的因素					
以下是有影响力的消费者购买限量产品的动机。选择你认为合适的影响程度。					
	非常重要	重要的	一般	不重要的	
转卖赚钱					
非常喜欢这个产品					
产品的唯一性					
虚荣与欲望					

Appendix 2

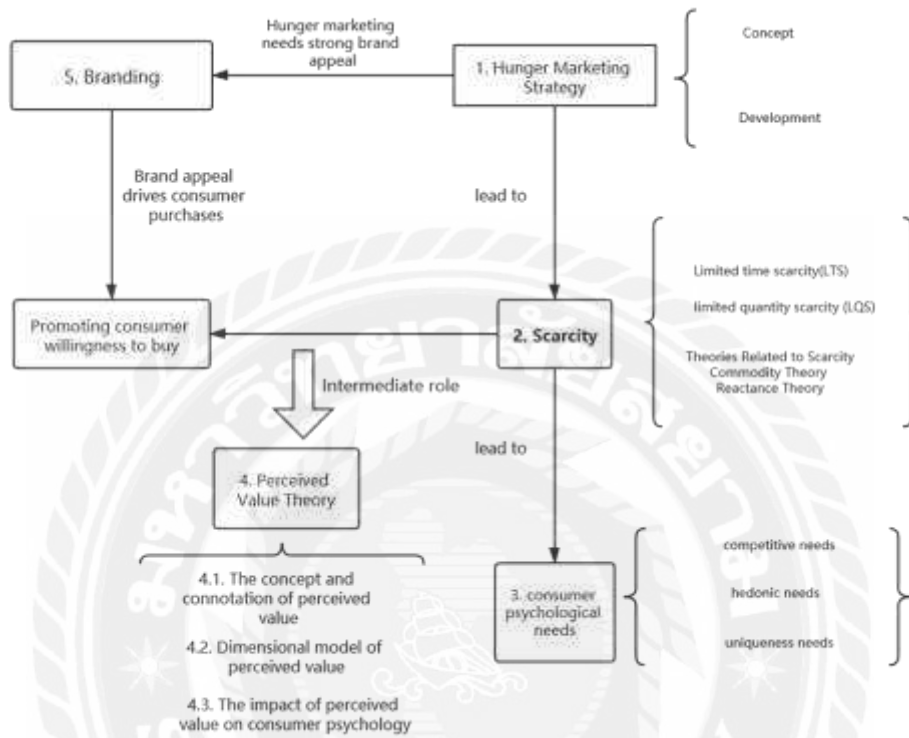


Figure 1 shows the links between the literature review points

Names of universities	Types	Number
Shanghai University	students	30
	teachers	8
De montfory University Leicester	students	31
	teachers	10

Table1—Composition of school research participants in universities

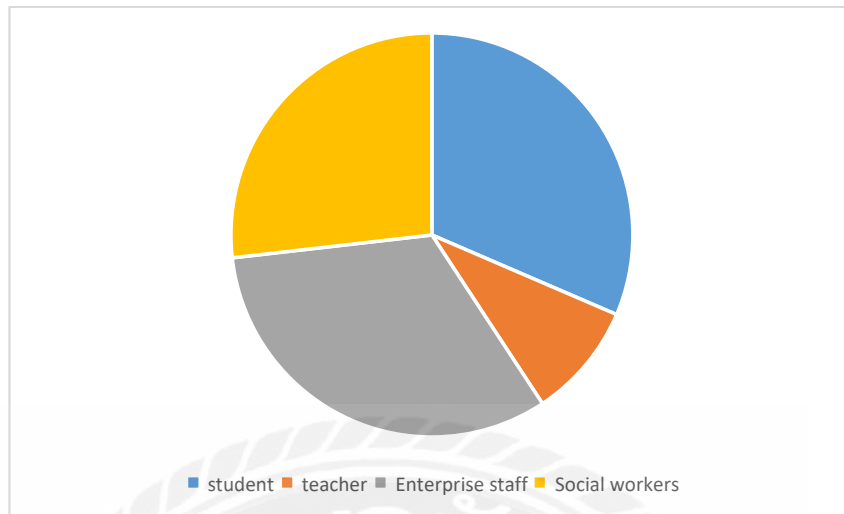


Figure 2 – The distribution of participants.

Shanghai Fengxian Development Group Co., Ltd.	Shanghai
Alibaba Group Co., Ltd.	hangzhou
China Railway No.8 Engineering Group Co., Ltd.	Beijing
China Construction Industrial & Energy Engineering Co., Ltd.	Beijing
Beijing City Investment Co., Ltd.	Beijing
FBLD CONSULTING LTD	london
layerCo., Ltd.	london
United Units Architects Ltd	london
Hamleys Ltd	london
ZEEMOU ZENG Ltd	london

Table 2 - list of companies participating in the survey

No.	Sub-questions
1	Do you often follow Nike's hungry marketing products (limited time or limited supply products)
2	Have you ever bought a Nike Hunger Marketing product (limited time or limited time supply)
3	Why buy Nike Hunger Marketing products (limited time or limited supply)
4	You have a hobby for collecting limited products
5	Are Nike's products an important factor affecting your consumption

Table 3-Questions about Respondents' Knowledge of Nike Hunger Marketing.

		1			2		3					
option		A	B	C	A	B	A	B	C	D	E	F
total		71	116	5	113	79	31	9	63	42	39	8
Gender (%)	Male	49	59	1	50	46	15	8	32	29	20	6
	Female	22	57	4	63	33	16	1	31	13	19	2
Age (%)	Below 20	36	71	1	71	23	18	0	39	24	21	0
	20-30	25	34	0	32	11	11	2	21	8	14	3
	30 or more	10	11	4	10	45	1	7	3	10	4	5
Identity (%)	Thailand	29	64	2	53	36	16	4	29	22	18	3
	China	42	52	3	60	43	15	5	34	20	21	5
Occupation (%)	Student	41	56	0	66	13	7	2	37	11	31	0
	Educator	3	9	2	5	31	8	1	6	2	1	0
	service worker	12	24	1	10	22	2	2	11	8	0	1
	Freelance	9	17	0	9	6	11	2	9	12	3	2
	Others	6	10	2	23	7	3	2	10	9	4	5

Table4-Statistics of the second part of the questionnaire

1	What do you think of Nike Hunger Marketing
2	Is product uniqueness an important factor affecting consumers' purchase of limited products?
3	You will buy and wear limited products to highlight your uniqueness
4	Having scarce products will bring you a greater sense of accomplishment and uniqueness
5	What do you think of the impact of Nike Hunger Marketing on consumer psychology (from the lowest 1 point to the highest 5 points)

Table 5 - Issues related to the impact of Nike hunger marketing on consumer psychology.

		1			2			3			4		
option		A	B	C	A	B	C	A	B	C	A	B	C
total		25	134	33	63	65	64	56	94	42	54	43	95
Gender (%)	Male	15	63	18	33	35	29	39	57	21	30	20	56
	Female	10	71	15	30	30	35	17	37	21	24	23	39
Age (%)	Below 20	22	95	3	41	39	9	29	46	7	41	29	16
	20-30	2	21	12	18	25	25	16	39	15	8	11	34
	30 or more	1	18	18	4	1	30	11	9	20	5	3	45
Identity (%)	Thailand	14	66	19	34	39	25	32	53	19	24	28	46
	China	11	68	14	29	26	39	24	41	24	30	15	49
Occupation (%)	Student	19	98	9	51	52	8	32	46	3	31	28	13
	Educator	0	2	3	0	1	32	3	6	16	2	1	32
	service worker	2	9	6	4	2	9	9	10	17	6	4	28
	Freelance	1	11	7	2	6	7	4	20	3	7	5	12
	Others	3	14	8	6	4	8	8	12	3	8	5	10

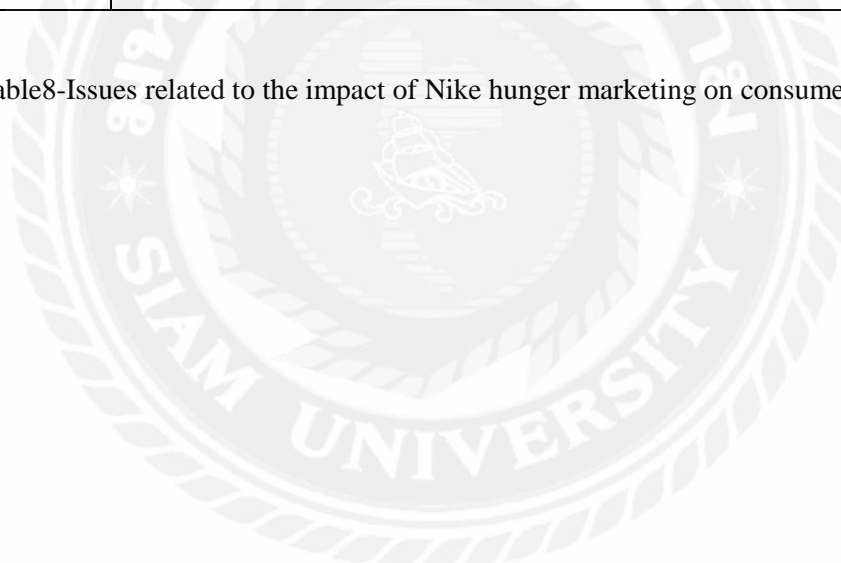
Table6-Statistics of the third part of the questionnaire

option	A	B	C	D	E	F
total	25	45	38	56	49	19

Table7—Impact of Nike Hunger Marketing on Consumer Psychology

No.	Sub-questions
1	If you face the same products, will hunger marketing products (limited time or limited supply products) stimulate your desire to buy
2	Is Resell to make money an important factor affecting consumer purchase of limited products?
3	Do you agree with this hype selling prices behavior, like resell to make money

Table8-Issues related to the impact of Nike hunger marketing on consumer behaviour



The statistical results of the questionnaire in the third part are shown in Table 9:

		1		2			3		
option		A	B	A	B	C	A	B	C
total		112	80	22	78	92	11	58	123
Gender (%)	Male	53	46	12	38	43	5	25	54
	Female	59	55	10	40	49	6	23	69
Age (%)	Below 20	71	23	6	32	29	5	13	23
	20-30	23	28	13	29	42	3	23	46
	30 or more	18	29	3	27	21	3	22	54
Identity (%)	UK	57	53	17	38	56	5	28	45
	China	55	48	5	40	46	6	30	78
Occupation (%)	Student	59	16	4	25	8	0	12	26
	Educator	9	49	3	19	2	0	3	35
	service worker	11	12	4	11	16	3	16	42
	Freelance	13	1	5	13	33	6	13	13
	Others	20	2	6	10	30	2	14	7

Table 9—Impact of Nike Hunger Marketing on Consumer Psychology

	Very important	important	Generally,	Unimportant
Resell to make money	2	13	89	88
Really love this product	43	54	35	60
uniqueness	113	68	8	3
Vanity and desire	89	24	30	49

Table10—Statistical results that influence consumers' motivation to buy limited edition products

Cronbach's Alpha	Based on standardized Cronbach's Alpha	Number of items
0.975	0.979	5

Table11-a Reliability of respondents' knowledge of Nike's limited products

Cronbach's Alpha	Based on standardized Cronbach's Alpha	Number of items
0.967	0.968	5

Table11-b The Impact of Nike Hunger Marketing on Consumer Psychology

Cronbach's Alpha	Based on standardized Cronbach's Alpha	Based on standardized Cronbach's Alpha
0.946	0.946	3

Table11-c Impact of Nike Hunger Marketing on Consumer Behaviour

KMO / Bartlett test		
KMO		0.807
Bartlett's sphericity test	Approximate chi-square	2740.169
	df	55
	Sig	0.0001

Table12-Overall validity analysis

KMO/Bartlett test		
KMO		0.74
Bartlett's sphericity test	Approximate chi-square	936.614
	df	3
	Sig	0.0001

Table12-a Validity of respondents' knowledge of Nike's limited products

KMO/Bartlett test		
KMO		0.762
Bartlett's sphericity test	Approximate chi-square	778.934
	df	3
	Sig	0.0001

Table12-b Effectiveness of Nike Hunger Marketing on Consumer Psychology

KMO/Bartlett test		
KMO		0.749
Bartlett's sphericity test	Approximate chi-square	594.665
	df	3
	Sig	0.0001

Table12-c Validity of Nike Hunger Marketing's Impact on Consumer Behaviour

		Correlations				
		Psychology and behavior	Hobby	Resale for money	Vanity and desire	Uniqueness
Psychology and behavior	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	192				
hobby	Pearson Correlation	.803**	1			
	Sig. (2-tailed)	.000				
	N	192	192			
Resale for money	Pearson Correlation	.341**	.365**	1		
	Sig. (2-tailed)	.000	.000			
	N	192	192	192		
Vanity and desire	Pearson Correlation	.595**	.407**	.482**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	192	192	192	192	
Uniqueness	Pearson Correlation	.809**	.761**	.361**	.804**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	192	192	192	192	192

** . Correlation is significant at the 0.01 level (2-tailed).

Table13.