

Hunger Marketing on Smartphone

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Abstract--“Hunger marketing”, a kind of marketing strategy where the commodity provider deliberately restricts the supply of product to achieve the phenomenon of excess demand, has been applied in many promotion campaigns, especially smart phones in recent years. Apple’s marketing strategy on iPhone reduces the quantity supplied has trigger a higher demand to gain a much higher profit. Such successful experience has been imitated by other brands, nevertheless, lead to different consequences. Obviously, the success of hunger marketing depends on many conditions, while there are few academic researches on this subject. This article compared the similarities and differences of hunger marketing strategies that implemented by various firms, and try to find out consumer buying behaviors affected by hunger marketing. And we developed a questionnaire to investigate the influences of life style, brand image, brand experience, perceived value, and promotion campaign on the effect of hunger marketing in Taiwan. The conclusions include the benefits and potential risk of hunger marketing, and how the critical consumer and producer variables work to bring successful hunger marketing.

I. INTRODUCTION

In recent years, the explosive growth of smartphones has brought a new competition and reshuffled the leading group of mobile phone. Among various brands, iPhone is the representative of hunger marketing. Apple shaped the mystery through incomplete published product specifications and pre-order to raise consumer expectations, and it brought persistent rise in media exposure, community discussion, and orders. By contrast, product development strategy is used by two android mobile phone manufacturers - Samsung and HTC. They’ve expand market share quickly by developing many products in a short period to satisfy different needs. After the defeat to Samsung, HTC began to imitate Apple’s hunger marketing strategy and apply it on newly launched Butterfly and One series smartphones, while the revenue was not revived as the company’s expectation. Then, another typical representative of hunger marketing, Xiaomi Technology, was founded in 2010 and published its’ first smartphone-MI in 2011. Xiaomi has been taking high cost performance ratio product strategy and advantages with integration of software and hardware interface. Xiaomi’s network marketing reputation continued to impress consumers and fast become one of the leading tech firms in China.

These company’s marketing campaigns have led to both positive and negative effects, respectively. From the above cases, hunger marketing is not a guarantee of success for smartphone manufacturers. Generally, brand is considered the key to successful hunger marketing, while the frustration of famous HTC and success of originally unknown Xiaomi broke this rule. Besides, if we classified consumers into

different market segments, we’ll find the impact mechanisms are variously in each segment.

Hunger marketing is very popular in other commodities as well as in smartphone marketing. For instance, you might fail to get a reservation of a new restaurant right away, and it takes two weeks to dine there. However, as you enjoy your meal, you find out that only half of the tables are occupied. This is how a new restaurant promotes itself by hunger marketing. Also, such means is common in luxury purchases of high-end consumers. For example, Porsche Carrera GT with a total output of 1,500 worldwide requests more than NT\$ 30 million and 3 distributed to Taiwan were sold without delay. Overall, it is never a piece of cake to own a dream car. In Taiwan, high-end consumers in pursuit of buying luxury apartments and top-class sports cars fail to be affected by recession. Instead, words of mouth firm their purchase intention of Ferrari F430 Spider and Maserati, two famous luxury sports cars with the prices of NT\$ 22 million and NT\$ 8 million respectively, even though it is necessary to wait for more than 3 years to own one due to the extremely limited output.

Obviously, the success of hunger marketing depends on many conditions, while there are few academic researches on this subject. The first purpose of this study was to find out consumer buying behaviors affected by hunger marketing through comparing the similarities and differences of hunger marketing strategies implemented by various firms. Secondly, we developed a questionnaire to investigate the influences of life style, brand image, brand experience, perceived value, and promotion campaign on the effect of hunger marketing in Taiwan.

II. LITERATURE REVIEW

A. Lifestyle and valuation

A person’s lifestyle can be used to explain how the outer environment can affect a person’s inner world and then change a person’s life habits. To put it simply, a person’s lifestyle refers to how a person lives and interacts with the society to find the common dimensions. Hence, a person’s lifestyle will often affect a person’s subconscious mind and thus a person’s buying behavior. A person’s lifestyle can be defined as a systematic concept, which represents specific characteristics of a certain group in the society [14]. And those characteristics in the dynamics of life demonstrate the differences of a certain group from other groups in the society. Therefore, a person’s lifestyle could be the ramification of cultures, values, resources, beliefs, laws, etc. A consumer’s buying behavior can reflect the lifestyle of the society accommodating the consumer. The concepts and theories proposed by [14] received much attention from marketing

scholars and became widely used to investigate into a consumer's buying behaviors. Tools for measuring the lifestyle include AIO (activities, interests, and opinions) and VALS (values, attitudes and lifestyles). This study will focus on the VALS to discuss about the lifestyle. The VALS was first proposed by the Stanford Research Institute (SRI). Consumers were divided into three groups of internal orientation, external orientation, and demand orientation. Then, the SRI made constant modifications to the VALS by adding elements of the lifestyle, values and resources to generate the VALSII that we could see today, where consumers are divided into eight types, including innovators, thinkers, believers, fighters, experiencers, makers, achievers and strivers.

This study referenced the measures and scales of the lifestyle proposed by [19] and divided the lifestyle into five dimensions of "popularity and novelty", "social activeness", "brand orientation", "rationality and independence", and "use of the internet" for the following scale.

B. Brand Image

As the name suggests, the brand image is defined as the perceptions about a brand as reflected by the brand associations held in consumer memory. The brand image can reflect the perceptions about a brand in consumer memory, and the brand image is associated with the consumer buying behavior. Perceptions about the brand or the brand image will influence the consumers' evaluation, selection and willingness to purchase of products belonging to a specific brand. The brand image is the impression of the company perceived by the outside world. In other words, the brand image identifies the company. In the meantime, the brand image is also the key point for corporate marketing. In addition to conveying information about the products, the brand image can also strengthen the value of product differentiation perceived by consumers and thus increase the competitiveness of products belonging to the brand.

A brand is not only a corporate asset but also an important tool for expanding the market and increasing revenues. Therefore, how to manage the brand image well is an important issue that a company should not neglect. A good brand image drives consumers to identify with the brand and increase the willingness to purchase among consumers. A company will incur more losses if the quality is bad and influences the brand image. A brand is a guarantee for consumers to purchase certain products without worries [20].

Reference [12] defined the brand image as the perceptions about a brand as reflected by the brand associations held in consumer memory. These associations refer to any aspect that link the brand with the consumer's memory, including the meaning of the brand for the consumer. Associations can take all possible forms, and they can reflect the features of or independent of a product. Three types of brand associations include attributes, benefits, and attitudes. Reference [1] defined the brand image as the impression in the consumers' mind of a brand's total personality (real and imaginary qualities and shortcomings). Meanwhile, the brand image is

defined as perceptions about a brand as reflected by the brand associations held in consumer memory. The brand image can be measured in terms of the brand value, brand attributes, and brand associations. Consumer demand is a main factor that influences a consumer's product choice. And the consumer demand is also the main basis for manufacturers to design products. Three types of benefits of the brand image include functional benefits, symbolic benefits, and experiential benefits [17].

C. Brand Experience

Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments [3].

Reference [3] distinguished several experience dimensions and construct a brand experience scale that includes four dimensions: sensory, affective, intellectual and behavioral. The sensory dimension: Manufacturers are striving to produce products that meet the requirements of their customers. With technological advances, new designs and new functions, consumers can more easily achieve the requirements of consumers. Meanwhile, consumers like products that combine the concept of beauty or some special images which will not be easily replaced [24].

The affective dimension: The affective dimension of the brand experience is physiologically related to the emotions of a consumer. We have to have a deep understanding of a consumer's emotions to get the best results [3].

The intellectual dimension: The intellectual dimension of a consumer's brand experience can be understood in terms of comprehension, thinking patterns, creative thinking, and their applications on advertisements [3]. Creativity is most important to the intellectual dimension of the brand experience. The products or items created must be able to be used for problem solving [26].

The behavioral dimension: The behavioral dimension of the brand experience can be concluded from previous studies on physiological behaviors and consumer lifestyles [3]. In the 1970s, scholars had been paying attention to lifestyles correlated to sharing of values and experiences. Consumers will have different buying behaviors in different consumption systems or environments. Consumers foster certain behaviors because they are pursuing better life goals. Therefore, consumer behaviors can be used to demonstrate a person's social character, social status, and interpersonal communications [25].

D. Perceived Value

The perceived value is a trade-off between multiple benefits and sacrifices perceived by the customer in a supplier offering of certain products and services [18]. The price estimation must count in time and effort [10], and quality must be the main factor for considerations [30]. The value provided for customers gets higher when what is obtained is more than what is given [4]. Consumer perceived value is a trade-off between multiple benefits and sacrifices

perceived by the customer in a supplier offering. The willingness to purchase is relatively lower when the perceived value is higher than the actual value [30]. Consumers' willingness to buy comes from the perceived value that is constructed to include multiple internal and external attributes of the products, such as the price and the perceived value [30]. When the price of a product gets closer to the price that a consumer can accept, the consumer will have higher perceived value for the product and thus higher willingness to buy the product [6]. The consumer perceived value can be divided into four categories for further discussions: (1) Functional value: the utilities obtained and expected to be obtained by customers from products and services [17]; (2) Social Value: the social utilities obtained by customers from products or services [5]; (3) Emotional Value: the positive emotions evoked certain products and services [25]; and (4) Customer Perceived Value: the monetary and non-monetary costs a consumer must pay in order to obtain certain product [30]. Reference [27] divided the consumer perceived value into the emotional dimension, the social dimension, the price and the perceived quality, so as to develop the PERVAL scale.

E. Hunger marketing

Hunger marketing is a kind of marketing strategy where the commodity provider deliberately restricts the supply of product to achieve the phenomenon of excess demand. There are three dimensions of hunger marketing, which include behavioral [2], psychological [28], [8], [15], and consumption [21], [29].

The behavioral dimension of hunger marketing refers to consumer understand and would like to attend hunger marketing activities [2]. The psychological dimension of hunger marketing refers to consumer accept limited time frame and quantity brought by hunger marketing and desire of the product [28], [8], [15]. The consumption dimension of hunger marketing refers to the attractiveness of products that appeal to consumer in order to buy the product immediately [21], [29].

F. Buying Behavior

The consumer buying behavior encompasses the process

and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy needs and wants [13], [22]. In short, the consumer buying behavior encompasses the process and activities people engage in during the decision-making process [7]. The consumer buying behavior refers to all kinds of behaviors that consumers demonstrated during the process of buying products or services to satisfy themselves or others. In today's customer-oriented environment, consumer buying behavior can greatly influence the sales of products. Factors which influence consumer buying behavior include life style, brand image [16], brand experience [23] and perceived value [30]. Consumers are more willing to buy products that they are familiar with as they can have a more confident and more trustful attitude toward the products which they are more familiar with [11].

Brand image is an extremely important factor that could influence the consumer buying behavior. According to [13], factors which influence consumer buying behavior can be classified into four categories, including the social factors such as reference groups, family, role and status, the cultural factors such as cultures, subcultures, and social class, individual factors such as age and life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept, and psychological factors such as motivation, perception, learning, and memory. This study primarily aims to study the willingness of consumers to buy a certain type of smartphone.

III. METHODOLOGY

A. Research Framework and Variables

According to researches mentioned above, we take life style as a control variable and assume that brand image, brand experience, and perceived value play an intermediate role between hunger marketing and buying behavior. The research framework is shown in Fig. 1.

Table 1 illustrates variables in this research. We take life style as a control variable and buying behavior a dependent variable. Hunger marketing is set as a predict variable, and intermediate variables include brand image, brand experience, and perceived value.

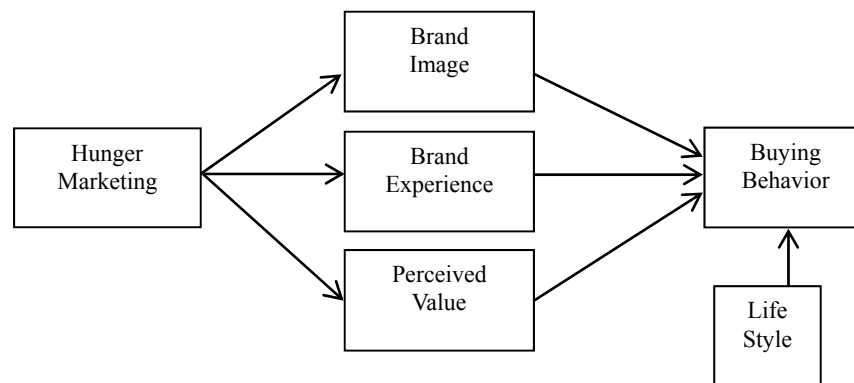


Fig. 1 Research Framework

TABLE 1 VARIABLES DEFINITION AND MEASUREMENT

Variables	Definition	Measurement
Life style	Lifestyle is the living model that represent one's activities 、 interest and opinion in practical life [13].	<ul style="list-style-type: none"> ● popularity and novelty ● social activeness ● brand orientation ● rationality and independence ● use of the internet
Brand Image	As the name suggests, the brand image is defined as the perceptions about a brand as reflected by the brand associations held in consumer memory [3].	<ul style="list-style-type: none"> ● functional benefits ● symbolic benefits ● experiential benefits
Brand Experience	Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments [3].	<ul style="list-style-type: none"> ● sensory experience ● affective experience ● intellectual experience ● behavioral experience
Perceived Value	The perceived value is a trade-off between multiple benefits and sacrifices perceived by the customer in a supplier offering of certain products and services [18].	<ul style="list-style-type: none"> ● functional value ● social value ● emotional value ● customer perceived sacrifices
Hunger marketing	Hunger marketing is kind of marketing strategy where the commodity provider deliberately restricts the supply of product to achieve the phenomenon of excess demand, has been applied in many promotion campaigns, especially smart phones in recent years.	<ul style="list-style-type: none"> ● behavior ● psychology ● consumption
Buying Behavior	The consumer buying behavior refers to all kinds of behaviors that consumers demonstrated during the process of buying products or services to satisfy themselves or others, which would affect consumer's wiliness to buy [9].	<ul style="list-style-type: none"> ● purchase intention

B. Sampling and Statistic Method

This study investigated mobile phone consumers in Taiwan. First, we apply age, monthly income, monthly expenditure, education, and marriage status in profile. And we survey lifestyle, brand image, brand experience, perceived value, buying behavior and hunger marketing attitude in our questionnaire to understand the mechanism of hunger marketing in smartphone. And we received 190 valid surveys from 236 returns, and effective responsive rate is 80.51%.

This study used hierarchical linear modeling (HLM) for data analysis because there included two levels of predictive variables in our research framework. In this study, HLM null model, random coefficients regression model, and one-way ANCOVA with random effect are proceed for analysis.

IV. RESULTS

A. Hunger marketing campaigns of smartphone

1. Apple

Hunger marketing helps improve the sales performance of Apple's iPhone. Apple's iPhone achieves such a great sales performance because Apple itself is an innovative and prospective brand. Apple has such an excellent brand value and brand image that people are so enthusiastic about its products. Apple has been devoting lots of efforts to the research and development of new models so that customers are willing to wait for the lead-time of the new product release. Apple has the highest repurchase rate compared with other smartphone brands. According to TrendForce, Apple had shipped more than 30 million smartphones in the 3rd

quarter of 2013. The international research company, Gartner, also announced that Apple's iPhone occupied a market share of 12.1% in the 3rd quarter of 2013, which was 2.2% lower than that in the previous quarter of the same year. Most buyers age from 18 to 34 years old. According to the CRIP, loyal customers of iPhone had increased by 10% from 55% in 2012 to 65% in 2013. Meanwhile, Apple's profits had also been going up. From this, we know that hunger marketing is indeed a prerequisite for iPhone's high sales volume.

In 2013, Apple finally released iPhone 5S/5C. During this period, many people thought that iPhone 5C could be a civilian-grade smartphone. However, on the release date, the price was not as low as expected, and criticism surged constantly. In fact, Apple's intention was to use iPhone5C to replace iPhone5 so that consumers will not be able to buy iPhone5 at a lower price. In the meantime, Apple also offered a selection of multiple colors to promote its products. According to the CIRP's research on American consumers who bought the latest version of iPhone by the end of September in 2013, iPhone 5S occupied 64% of the total sales volume whereas iPhone 5C occupied only 27%.

From this, we know that the sales performance of iPhone 5C was not as good as expected. Because hunger marketing has been adopted by Apple on the iPhone series for a long time, customers have learned to wait until the sales volume become steady after the release of a new product or purchase other products instead of pre-ordering products that are not yet in the market. Apple has hence lost many customers during this period. However, there is also a long window period of profit opportunities for Apple during the pre-order

period. Though the sales volume of Apple's products ranked high or even highest in the 3rd season, hunger marketing has not been able to generate profits as high as expected. For now, Apple should improve its marketing strategy for the sales volume of the iPhone series to go up steadily instead of keeping consumers wait and finally losing customers. This is a topic definitely worth to be discussed.

2. HTC

HTC had not been able to do well on its smartphone marketing before December of 2012. However, in December of 2012, HTC imitated Apple and adopted the hunger marketing for the HTC butterfly. According to some market research agencies, the sales of HTC One and HTC butterfly ranked among the top five in May. HTC One won the championship by occupying a market share of 8% in May, followed by Samsung Galaxy S4 with a market share of 5.9%. HTC butterfly occupied a market share of 5.5% and thus ranked the third. From this, we know that after HTC changed its marketing method, there was a gradual growth in the sales volume of the HTC products. Meanwhile, HTC also devoted lots of capital to advertising. Celebrities such as Mayday, Beckham and Hebe were invited to be the spokespersons for HTC and increase its brand awareness. In the advertisements, elements of creativity and innovation were combined to convey the supremacy and uniqueness of the HTC products and attract consumer attention. We hope that in the future, HTC could acquire a more dazzling performance during the process of improvement.

HTC had occupied a market share lowers than which of other brands because HTC had been using the wrong marketing method before December of 2012. In November of 2013, HTC occupied a market share of 2%, which was 40% lower than that of the previous year. The reason why HTC still had a low market share after adopting the right marketing method was because that the lead-time for pre-ordered HTC products was too long so that consumers decided to use other brands sold at similar prices or because the new HTC products did not meet the expectations of consumers.

All those reasons had made HTC unable to make a continuous improvement and thus lose lots of loyal customers. Owing to the changes to marketing strategies done by HTC, HTC has been in contention with its upstream manufacturers. Those upstream manufacturers also announced that they would adopt the CP2C business model so that smartphone companies which adopted the Hunger Marketing strategies would not be allowed to transfer losses to those upstream manufacturers with the excuse of stock shortage. That is, the upstream manufacturers will make shipments based on what is specified on the orders placed by smartphone companies to resist the negative effects from hunger marketing.

3. Xiaomi

Xiaomi (Mi) is a mobile phone brand made by Chinese domestic manufacturers. It has been three years since the establishment of the brand on April 6th 2010. In recent years, the number of users has been on the rise. The number of users across the Taiwan Straits has exceeded 14.22 million. Several factors can be attributed to the dazzling performance of Mi, and we can use the concept of 4C (Cost, Consumer, Convenience and Communication) to analyze this phenomenon. First of all, Mi has spent little on advertising, so the cost of Mi's mobiles can be lower than mobiles of other brands by 50% to 60%. Meanwhile, Mi has adopted Apple's hunger marketing strategy so that its sales volume could hit the record of selling 200 thousand mobiles within 2 minutes and 26 seconds.

In other words, adopting Apple's hunger marketing strategy helps Mi to more rapidly achieve its revenue goal. Moreover, the internet not only bridges the long-distance gap but also allows Mi more convenience of interacting with its clients. Xiaomi Inc. has also set up an online forum for fans of Mi to immediately receive information released on this online platform. Through word-of-mouth marketing, Mi saved almost all of the marketing costs. Though Mi is not as famous as Apples or Samsung, Mi is second to none of the two heavyweight brands when it comes to listening to the opinions and demands of Chinese consumers. By listening to the opinions and demands of Chinese consumers, Mi is able to make improvements to the products released for the next quarter, fosters high loyalty among its customers and slowly achieves the market dispersion effect by spreading brand awareness from first-tier cities to second-tier and third-tier cities.

In recent years, Mi has also faced some negative effects. Microblogging is one large factor that contributes to the success of Mi. So, when there are fewer topics and little discussion about Mi, online users will interact less frequently and less the marginal effect of sales will cause online word-of-mouth to subside. Secondly, as low volume manufacturing lacks economies of scale, Mi can hardly maintain low cost like Huawei and Lenovo. Mi's slogan of "high-profile and low-cost" may rapidly win customer recognition. But, there can also be some negative effects as customers hold high expectations towards Mi. Mi's customers are mostly confined to Internet users. So, negative comments can also quickly spread across the Internet. Mi has adopted better marketing strategies than those adopted by other brands, but Mi is still unable to compete with renowned manufacturers abroad. Nevertheless, the cost faced by Mi would only be higher if Mi adopted other offline marketing strategies.

The positive benefits and negative effects of hunger marketing campaigns adopted by Apple, HTC, and Xiaomi were summarized in Table 2.

TABLE 2 BENEFITS AND DISADVANTAGES OF HUNGER MARKETING ON SMARTPHONE

Positive Benefits	Apple <ul style="list-style-type: none"> ● Increase repurchase rate. ● Improve brand image. ● Boost profits. HTC <ul style="list-style-type: none"> ● Increase brand awareness. ● Improve brand Image. ● Increase sales volume. Xiaomi <ul style="list-style-type: none"> ● The number of customers keeps going up. ● The revenue goal can be achieved rapidly. ● Achieve market diffusion effect. ● Foster high loyalty among customers. ● Online sales lower the marketing costs.
	Negative Effects <ul style="list-style-type: none"> ● Apple <ul style="list-style-type: none"> ● The price does not catch up with consumer expectations. ● The lead-time for pre-ordered items takes too long and leads to loss of customers. ● Competitors can use the lead-time for pre-ordered items to occupy a larger market share. ● The lead-time for pre-ordered items becomes the window period of profit opportunities. ● HTC <ul style="list-style-type: none"> ● Manufacturer dissatisfaction causes lower willingness to cooperate. ● Customers switch to other brands. ● High Requirements on Product Specifications or Product Quality. ● Xiaomi <ul style="list-style-type: none"> ● Low volume manufacturing lack economies of scale. ● Customers are confined to Internet users. ● Online word-of-mouth can disperse and the wave of discussion can subside. ● Negative comments can spread rapidly.

B. Statistical results

According to Table 3, all the correlation coefficients are significant. This shows that there is a correlation between any two variables of life style, brand image, brand experience, perceived value, hunger marketing, and buying behavior. Furthermore, there are highest positive correlation between life style and hunger marketing, brand image and perceived value, brand experience and perceived value, and, perceived value and buying behavior.

There are two steps to test the intermediate effects of brand image, brand experience, and perceived value between hunger marketing and buying behavior. First, the correlation matrix shows that there exist significantly correlation between hunger marketing and brand image, hunger marketing and brand experience, hunger marketing and perceived value, and, hunger marketing and buying behavior. Also, the correlation between brand image and buying behavior, brand experience and buying behavior, perceived value and buying behavior are significant. Secondly, three multiple regression analyses were formed in which the predictor variables were life style in model 1, hunger

marketing added in model 2, and plus brand image, brand experience, and perceived value in model 3. The response variable was buying behavior.

The intermediate role of brand image, brand experience, and perceived between hunger marketing and buying behavior can be justified by the regression effect distinction between model 2 and model 3. Through further analysis on 190 questionnaires, analytical results can be calculated as table 4. The ΔF value of Model 2 and Model 3 achieve significant level towards Sig. < 0.05 ($\Delta F_2 = 3.73$, $\Delta F_3 = 89.90$). In model 2, the hunger marketing standardized coefficient is 0.148 which is markedly different from the standard value of 0 (Sig. < 0.05). In Model 3 with intermediate variables, the hunger marketing standardized coefficient falls to -0.090 which is not significantly different from zero, and the standardized coefficient of perceived value is positive (0.828) and remarkable (Sig. < 0.01). Adjusted R^2 of model 3 rises to 0.67 (Sig. < 0.05) with increasing explaining power, from which distinctive intermediate role of perceived value can be verified. Meanwhile, the intermediate roles of brand image and brand experience are not significant.

TABLE 3 CORRELATION MATRIX

	Life style	Brand image	Brand experience	Perceived value	Hunger marketing	Buying behavior
Life style	1	0.386**	0.446**	0.392**	0.518**	0.427**
Brand image	0.386**	1	0.709**	0.733**	0.307**	0.590**
Brand experience	0.446**	0.709**	1	0.764**	0.332**	0.624**
Perceived value	0.392**	0.733**	0.764**	1	0.422**	0.809**
Hunger marketing	0.518**	0.307**	0.332**	0.422**	1	0.329**
Buying behavior	0.427**	0.590**	0.624**	0.809**	0.329**	1

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

TABLE 4 MULTIPLE REGRESSION ANALYSIS DESCRIPTION ON INTERMEDIATE EFFECTS

Model	1		2		3	
Variable	Standardized Coefficients	t-value	Standardized Coefficients	t-value	Standardized Coefficients	t-value
Life style	0.427	6.466 **	0.350	4.571 **	0.176	3.350 **
Hunger marketing			0.148	1.931 *	-0.090	-1.750
Brand image					-0.035	-0.529
Brand experience					-0.032	-0.453
Perceived value					0.828	11.112 **
Adj R ²	0.18		0.19		0.67	
Δ R ²	0.18		0.02		0.48	
Δ F	41.81 **		3.73 *		89.90 **	

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

* . Correlation is significant at the 0.05 level (2-tailed).

V. CONCLUSIONS

To summarize the literature review and empirical findings, lifestyle and consumer attitudes on hunger marketing is highly relevant. This means hunger marketing strategy is not applicable for all consumers. Before manufacturers adopted this strategy, they must first conduct a market segmentation, targeting and analyze their own customer base, in order to avoid the gap between market response and company expectation, or adverse effects while temerity to push the marketing campaign.

In fact, lifestyle diversification is a determinant to innovation acceptance of smart phone consumers; that is, it is not feasible to advance purchase intention without further understanding of smart phone innovation Strivers do not purchase smart phones out of fashion but do determine which to buy under opinions and comments of mobile vendors and other consumers. On the other side, lifestyle and brand image are crucial in smart phone purchase behaviors, i.e. consumers at varied ages choose to buy personal smart phones pursuant to varied reasons, including words of mouth or ethnic option, e.g. buy-local users. In the meantime, altering lifestyles and increasing high-tech items force consumers to be equipped with professional information and knowledge prior to each purchase; therefore, how much a consumer has known about a high-tech product might be the key to each purchase.

Among all the high-tech products, cell phones are the most popular in Taiwan. According to the statistics of the Ministry of Transportation and Communications (R.O.C.), the prevalence of cell phones was 96.6% in 2001. In 1993, such device was a luxury; in 2014, it is a necessity. In other words, a consumer willing to buy such device can reduce the risk concerned as confronted with a great variety of innovative high-tech products with certain understanding of related knowledge. To sum up, it is applicable to advance purchase intention by holding products illustration conferences or experience events in association with hunger marketing.

Secondly, hunger marketing does have the effect of promoting the purchase intention. Other conditions being the same, the adoption of hunger marketing activities on

appropriate segments can stimulate buying. There are different consumer segments in the market of smart phones. The value and price perception are similar in the same segment. Generally speaking, higher perceived value renders higher purchase intention. For instance, iPhone built its top repurchase rate by its quality, exceptional innovation and prospects as well as good brand image as an icon of topics. Given that, perceived value and purchase intention relate to each other closely. Consequently, it is vital for mobile marketing businesses to manipulate or influence such type of consumers with value perception.

Finally, perceived value plays a key role to be an intermediate between hunger marketing and buying behavior. In other words, after the consumer exposure hunger campaign, if their perceived value is high, then the buying intention will be significantly improved. Therefore, when smart phone manufacturers are planning in hunger marketing activities, their product, price and promotional activities must focus on increasing consumer perceived value in order to promote sales or to enhance the brand image.

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