Role of Hunger Marketing, Brand Image, and Price for Enhancing Purchase Intention

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Abstract
The study aims at identifying the influence of Hunger Marketing, Brand Image, and Price on Xiaomi smartphone Purchase Intention. The number of the samples that has been selected for the study is 105 respondents in Jakarta, Indonesia. Meanwhile, for the data gathering, the technique that has been adopted is survey by means of questionnaire distribution. The results of the study show that both partially and simultaneously the variable Hunger Marketing, Brand Image, and Price have influence on the Purchase Intention of Xiaomi smartphone. The statement is confirmed by the results of the simultaneous test (F-test) and the partial test (t-test) that show the significance value of the three independent variables and the significance value of the three independent variables also support the hypotheses that have been proposed. Therefore, it can be concluded that there is simultaneous influence from the variable Hunger Marketing, Brand Image, and Price on the Purchase Intention of Xiaomi smartphone in Jakarta.
Keywords: Hunger Marketing, Brand Image, Price, Purchase Intention

1. Introduction

The increasing number of the middle-class population in Indonesia has led to the increasing consumption rate within the society. Not to mention, the consumption rate of the middle-class population has contributed to 70% of the economic growth in Indonesia (www.bisniskeuangan.kompas.com, accessed on May 25th, 2018). Since the middle-class population has the so-called discretionary income, which is at the quite sufficient level, the discretionary income is used for purchasing the advanced products or service (Yoshihide, 2012). Hence, the increasing number of middle-class populations along with their strong consumption rate can potentially boost the development of related industries in an expanded scale (Yoshihide, 2012). One of the boosts can be found in the impact toward the communication technology industry (www.bisniskeuangan.kompas.com, accessed on May 25th, 2018).

The advancement on the domain of technology, computer, and telecommunication throughout the era of millennials has been rapid. Such rapid advancement is indicated by the smartphone users. Smartphone is a hand-held communication device which holds the capacities and the functions similar to a computer unit. Because of the rapid advancement, the public needs toward smartphone are not categorized as tertiary anymore like in the era of gen bust or gen x (1965-1979). In the era of the millennials (gen y), it turns out that smartphone has become part of primary needs. According to Lazaridis & Mike (1999), with the presence of a strong mindset and determination, the business actors have successfully devised the smart gadget or the smartphone with various kinds and functions and now the gadgets or the smartphones have been overwhelming the industrial market. Indeed, in relation to the statement, most of these smartphones offer very affordable price from hundreds of thousand rupiahs. This is certainly good news for some part of the population, especially the middle-to-low, because they can enjoy the technological advancement in the present day. A report from e-marketer Indonesia shows that there have been approximately 86.60 million people using the smartphone by 2017 and this figure is predicted to raise 16.40 million people by 2018.

Figure 1. The number of smartphone users from 2013 to 2018

Source: https://id.techinasia.com/jumlah-pengguna-smartphone-di-indonesia-2018

With the increasing smartphone growth in Indonesia and along with the increasing Internet penetration in Indonesia, the business actors do not encounter any difficulties to access any information for supporting their business activities. In fact, these business actors can readily retrieve various information through Internet. However, because the information is readily available through the Internet, the information that has been retrieved should be filtered first in order to attain the accurate and relevant one. The use of internet in the business thus has changed from its function as a means of electronic information exchange to a means of business strategy application such as marketing, sale, and customer service. The marketing over the Internet tends to break through numerous obstacles and national borders without standard regulations whereas the marketing over the conventional manner puts the goods in the flow of bulks through the harbors, the distributors, the warranty agencies, the importers, and the banking institutions. In other words, the conventional marketing involves more activities compared to the Internet marketing.

The marketing through the Internet can be considered similar to the direct marketing since the customers have direct relationship with the merchants despite that it is possible for the merchants to stay abroad. Based on the data released by the Association of Indonesian Internet Service Provider through the Survey of Internet Penetration and Internet User Behaviors in Indonesia 2017, it is found that half of the Indonesian population has already been connected to the Internet. According to the results of the survey, in 2017 approximately 143.26 million out of total 262 million Indonesian population have been connected to the Internet. This figure shows a significant achievement compared to the same data that have been released in 2016, which state that the number of Internet users in Indonesia has been 132 million people.

Figure 2. The penetration of Internet users in Indonesia

Source: http://mastel.id/tahun-2017-jumlah-pengguna-internet-di-indonesia-capai-143-26-juta/

The use of Internet in Indonesia has been increasing along with the development of the smartphone users in Indonesia on annual basis. The results of a study by Yahoo TBS Net Index show that the popular use of the smartphone in Indonesia becomes the main boost behind the growth of 55.00% Internet use in Indonesia and 62.00% cellular phone use in accessing Internet (www.marketing.co.id). Information indeed becomes very necessary for the public and, therefore, the presence of media becomes important in accessing the information. This explains why the use of smartphone has been encouraging the number of Internet users in Indonesia.

Figure 3. Top Smartphone Vendors in Q2 2019
Source: https://www.cnbcindonesia.com/

From the results in Figure 3 above, it is apparent that the Xiaomi products can compete with the top brands such as Oppo and Samsung in terms of sale figure. Xiaomi has earned the third place after Oppo and Samsung. There is a strategic reason why Xiaomi does not want to be the mainstream brand: Xiaomi wants to cut off the price of their products as low as possible by not spending any budget for advertisement production. It is this reason that has made the competitors panic. Oppo, for example, has spent certain budget only for advertisement initiative through the endorsement by certain artists (https://jalantikus.com). Through this strategy, Xiaomi can offer Mi Mix 3 with Qualcomm Snapdragon 845 under the more affordable price that Oppo with Oppo Find X that has relatively similar specification.

Based on the data that have been gathered, Xiaomi smartphones have been favored by the customers because the *price* at the *flash sale* is lower. In addition, the specification of Xiaomi smartphones is the good one in the class. By using the hunger marketing, both of the price and the brand image have influenced the customers to commit their purchase intention. After using the online media for the sale activity, on February 10th, 2017 Xiaomi expanded the business by opening a factory in Batam through the partnership with PT. Erajaya Swasembada. As a result, Xiaomi smartphones start to be sold through the Erajaya store networks and be distributed under the company Teletama Artha Mandiri (TAM), the subsidiary of PT. Erajaya Swasembada, to all conventional smartphone stores in Indonesia by the end of February. The sale growth of Xiaomi smartphones through the distribution by PT. Erajaya can be seen in Figure 4 below.
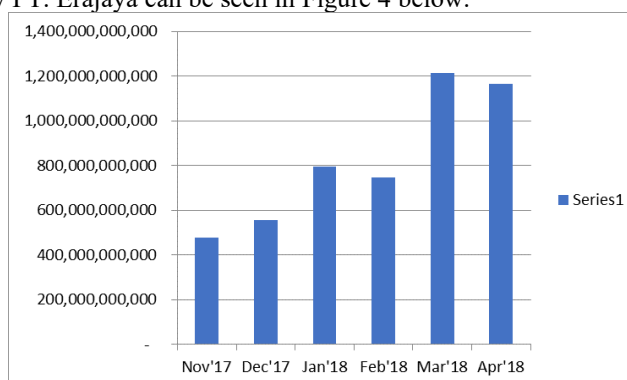

Figure 4. Sale Growth of Q1 PT. Teletama Artha Mandiri
Source: Q1 Sale Growth Data of PT. Teletama Artha Mandiri

From the data in Figure 4 above, it is apparent that Xiaomi has booked the highest sale figure throughout 2018 with total 1,200,000,000,000 units that have been sold by March 2018. This figure has exceeded the sale record that has been achieved by January 2018 namely 800,000,000,000 units. The achievement by March 2018 has grown 3.90% compared to the previous months. If the figure is compared to that of the same month in 2019, then the sale performance has growth to 10.20%. The sale record that has been achieved in the previous month, namely March 2018, is encouraged by, one of which, the improving sale growth of Xiaomi. This achievement thus has put Xiaomi one step ahead in the class. Hence, Xiaomi will pursue innovation in order to stay favored by the smartphone lovers in Indonesia.

Looking at the phenomena that have caused by the presence of Xiaomi, the researchers are compelled to conduct a preliminary survey in order to identify the factors that have caused the purchase intention toward Xiaomi smartphones. The pre-survey results are available in Figure 5 below.
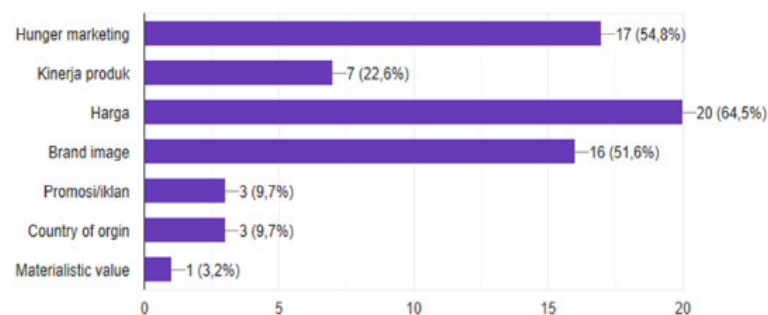
Figure 5. Factors that Influence the Purchase Intention toward Xiaomi Smartphones

Based on the pre-survey results in Figure 5 above, the researchers have confirmed that the intention of an individual to purchase a Xiaomi smartphone can be influenced by hunger marketing (54.80%), product performance (22.60%), price (64.50%), brand image (51.60%), promotion (9.70%), country of origin (9.70%), and materialistic value (3.20%). Furthermore, the results of the pre-survey activities that have involved 30 respondents show that the respondents prefer Xiaomi smartphones because the brand offers affordable price (97.00%), the brand has good image (90.00%), and the brand has high interest within the public (83.00%). Hence, it can be assumed that the hunger marketing, the brand image, and the price will improve the purchase intention of the customers toward a product. On the contrary, from the pre-survey results it is also found that the quantity of Xiaomi smartphones has been limited as it is stated by 37.00% of the respondents. The reason is that the promotion committed by Xiaomi has been decreasing as it has been described in the Global Smartphone Sales by Vendor in 4Q17 (Thousands of Units) in 2018. Not to mention, the decreasing quantity has also been caused by the increasing number of competing brands that expands to the smartphone business.

It is generally known that Xiaomi has been very popular within the public. Despite that, as a new player in Indonesia and due to the Chinese origin, the perception toward the smartphone quality has been poor since the Chinese products are known for their poor quality. In order to discern the quality of Xiaomi products from that of the other Chinese products, Xiaomi has decided to use social media as their advertisement platform. Through the use of social media as the advertisement platform, Xiaomi is able to share the product knowledge directly and, at the same time, cut off the advertisement cost. Then, the budget for the advertisement cost ca be allocated to the hardware of each Xiaomi product in use in order to attain the affordable product with highly qualified specification. As a result, Xiaomi products will have good product quality compared to the competitors. Next, another effort that Xiaomi has made is using the flash sale or the hunger marketing by selling the products in limited number every few months. This effort has led to the discussion among the netizens. The concept that Xiaomi has offered returns in positive response by the customers and turns Xiaomi into a brand that has peculiar characteristic namely having well-qualified products with affordable price and high specification (Tolety, 2016). The rapid technological advancement on the daily basis has caused the products in the market to be completely similar (Chen, 2016). As a result, the marketers offer the products with nearly similar features, quality, and even price. Therefore, the hunger marketing, the brand image, and the price becomes a competitive edge of a company that can be offered to the customers. Departing from the overall situations that have been previously outlined, the researchers have decided to conduct the study in order to empirically explained the Purchase Intention. With regards to the statement, the variables which performance will be investigated are Hunger Marketing, Brand Image, Price, and Purchase Intention. Through the study, the researchers aim at delivering the real data which informs that there are so many peculiarities in doing business nowadays. At the same time, the researchers also aim at delivering the experience on how the information moves from a single mind to another. Furthermore, it is very useful to conduct the study since the topic in the current study can be the mainstream of smartphone sale for the researchers in the future. Based on the background, the researchers are compelled to conduct a study entitled "Role of Hunger Marketing, Brand Image, and Price for Enhancing Purchase Intention (A Case Study toward the Xiaomi smartphone).

2. Theoretical Foundation

Marketing is very vital for the success of a company. In relation to the statement, there is a concept known as marketing philosophy. According to Swastha & Hani Handoko (2015, p.6), marketing philosophy is a business philosophy which states that the satisfaction of customer needs is the social and economic requirement for the survival of a business company. In overall, it can be concluded that marketing aims at achieving the target by fulfilling the needs and the expectation of the customers through a number of manners such as designing the products, setting the price, doing the promotion, establishing the relationship with the customers, satisfying the

customer needs, and gaining the profit for the company (Kotler, 217

According to Cravens & Piercy (2013, p.14), marketing strategy consists of analysis, strategy development, and activity conduct in: (1) developing the vision of an interesting market for the organization; (2) selecting the targeted market; (3) defining the objectives; and (4) managing the positioning program strategy that has been design in order to meet the customer value requirement in each targeted market. The objective of hunger marketing, with refers to the commodity producers and sellers who diminish the product supply by means of a set of controlling actions, is to make an "illusion" of demand for maintaining the high commodity price and profit margin. By adjusting the amount of the supply and the demand, the "illusion" will improve the terminal price. Actually, hunger marketing can be considered as being based on the "Theory of Utility" from the Western economy. (Guan, 2016). Hunger marketing is about implementation of aggregation promotion, which is mean combination of artificial low rice and sully restriction. Then tithe fundamental of diconsumer satisfied will be built for marketing strategy (Feng & Zang, 2020. Chen, 2016 and Tolety, 2016), found that hunger marketing is the important marketing strategy in mobile phone industry.

Brand image is the identifiable but unspoken part of a brand such as symbol, font design, special colour, or customer perception upon a product or a service that has been represented by the brand (Keller, 2017) the other hand, brand image can be considered as the public perception toward the company or the product. (Septianti, W., Setyawati, I., & Permana, D. , 2021) On the Price can be considered as the amount of money (monetary unit) and or other aspects that contain certain utility or usefulness necessary for obtaining a product (Astini, R & Yustian, Y, 2020). On the other hand, price can be considered as the certain amount of money that has been charged upon a product or a service or the amount of value that has been traded by the customers because of offering the benefits during the consumption of the product or the service (Kotler, 2017)

A product is considered as having been consumed by the customers if the customers have decided to buy the product (Kotler, 2017). The decision to purchase is influenced by the value of the product under evaluation (Sciffman &Kanuk, 2007). If the perceived benefit is higher than the sacrifice, then the encouragement to purchase the product becomes higher (Imaningsih, et al, 2019). On the contrary, if the perceived benefit is lower than the sacrifice then the customers will usually deny the purchase and generally turn around to the other products within the same line (Lin &Chiu, 2023).

3. Result and Discussion

Based on the questionnaires that have been given or distributed via online, they have been collected and tabulated in According to Hair et al. (2010), if the number of the population is unknown then the recommended number of the sample is 5 times the statement items in the questionnaire. With regards to the statement, the indicators in the study consist of four independent variables and one dependent variable. Then, the total statements in the study are 21 items. Therefore, the minimum number of the samples for the study is 21 x 5 = 105. Thus, the number of the samples that should be gathered for the study is 105 respondents.

3.1 Convergent Validity

The results of the convergent validity test can be seen in Table 1 below.

Table 1. Results of Convergent Validity Test

Variables	Indicators	Outer Loadings	Results
Brand Image	BI1	0.662	Valid
	BI2	0.705	Valid
	BI3	0.669	Valid
	BI4	0.792	Valid
	BI5	0.796	Valid
Price	P1	0.647	Valid
	P2	0.718	Valid
	P3	0.655	Valid
	P4	0.65	Valid
	P5	0.745	Valid
	P6	0.681	Valid
Hunger Marketing	HM1	0.742	Valid
	HM2	0.809	Valid
	HM3	0.842	Valid
	HM4	0.766	Valid
	HM5	0.524	Valid
	HM6	0.651	Valid
Purchase Intention	PI1	0.842	Valid
	PI2	0.911	Valid
	PI3	0.848	Valid
	PI4	0.797	Valid

Source: PLS Output, 2018

Departing from the results in Table 1 above, it is apparent that the indicator that has the highest contribution is PI2 with the statement "I intend to purchase Xiaomi smartphones" and the outer loading value 0.911. On the contrary, it is also apparent that the indicator with the lowest contribution is HM5 with the statement "The launch time of Xiaomi smartphones is highly limited" and the outer loading value 0.524.

3.2 Discriminant Validity Test
The results of the discriminant validity test (cross-loadings) can be seen in Table 2 below.

Table 2. Results of Discriminant Validity (Cross-Loadings) Test

Indicators	Brand Image	Price	Hunger Marketing	Purchase Intention
BI1	0.662	0.37	0.463	0.369
BI2	0.705	0.421	0.349	0.462
BI3	0.669	0.335	0.279	0.368
BI4	0.792	0.492	0.553	0.637
BI5	0.796	0.51	0.556	0.61
P1	0.431	0.647	0.35	0.419
P2	0.501	0.718	0.517	0.561
P3	0.398	0.655	0.367	0.413
P4	0.25	0.65	0.437	0.373
P5	0.435	0.745	0.497	0.508
P6	0.395	0.681	0.529	0.432
HM1	0.51	0.49	0.742	0.48
HM2	0.531	0.509	0.809	0.561
HM3	0.572	0.656	0.842	0.596
HM4	0.431	0.402	0.766	0.573
HM5	0.326	0.361	0.524	0.304
HM6	0.287	0.477	0.651	0.327
PI1	0.526	0.552	0.568	0.842
PI2	0.68	0.63	0.596	0.911
PI3	0.678	0.588	0.626	0.848
PI4	0.457	0.493	0.485	0.797

From the results in Table 2 above, it is apparent that the construct correlation between Brand Image and its indicators (BI 1 0.662, BI 2 0.705, BI 3 0.669, BI4 0.792, and BI5 0.769) is higher than the construct correlation

between Brand Image and the indicators of the other variables. Then, the construction between Price and its indicators (P1 0.647, P2 0.781, P3 0.655, P4, 0.650, P5 0.745, and P6 0.681) is higher than the construct correlation between Price and the indicators of the other variables. Similarly, the construct correlation between Hunger Marketing and its indicators (HM1 0.742, HM2 0.809, HM3 0.842, HM4 0.766, HM5 0.524, and HM6 0.651) is higher than the construct correlation between Hunger Marketing and the indicators of the other variables. Last but not the least, the construct correlation between Purchase Intention and its indicators (P1 0.842, P2 0.911, P3 0.848, and P4 0.797) is higher than the construct correlation between Purchase Intention and the indicators of the other variables.

3.3 Composite Reliability Test

The results of the composite reliability test can be seen in Table 3 below.

Table 3. Results of Composite Reliability Test

Variable	Composite Reliability	Status
Brand Image	0.848	Reliable
Price	0.840	Reliable
Hunger Marketing	0.870	Reliable
Purchase Intention	0.913	Reliable

Table 4. Results of Cronbach's Alpha Test

Variable	Cronbach's Alpha	Status
Brand Image	0.782	Reliable
Price	0.773	Reliable
Hunger Marketing	0.823	Reliable
Purchase Intention	0.872	Reliable

From the results in the Table 3 and Table 4, the composite reliability test has shown satisfying results. The reason is that the composite reliability value and the Cronbach's Alpha value of all variables is equal to or higher than 0.700 (>0,700)

3.4 R-Square

The R-Square value refers to the results of the goodness-of-fit model, which can be seen in Table 5 below.

Table 5. Results of R-Square Value for the Endogenous Variable

Endogenous Variable	R-Square
Purchase Intention	0.619

From the results in Table 5 above, it can be concluded that the R-Square value is 0.619. This value thus implies that the model has already had good level of goodness of fit model. Furthermore, it can be concluded that the 61.90% variability within Purchase Intention can be explained by the three variables within the model namely Hunger Marketing, Brand Image, and Price and the remaining 38.10% variability within Purchase Intention can be explained by the other variables that have not been discussed in the study.

3.5 Hypothesis Test

The estimates value for the path relationship in the structural model should be significant. The significance value can be attained through the bootstrapping procedure. The bootstrapping procedure is conducted by viewing the value between the parameter coefficient value and the T-statistics significance value within the bootstrapping report algorithm. Then, in order to define whether the hypothesis is significant or insignificant, the t-table value at the alpha 0.05 (5.00%) = 1.96 should be viewed and be compared to the t-statistics value. As an alternative, the t-table value can also be compared to the P-value at alpha 0.05. If the P-value is lower than the alpha then the hypothesis is accepted.

Table 6. Results of Hypothesis Test

	Original Sample (O)	T-Statistics (|O/STDEV|)	Status
Brand Image →Purchase Intention	0.375	3,872	Positive - Significant
Price → Purchase Intention	0.276	2.310	Positive - Significant
Hunger Marketing → Purchase Intention	0.256	2.956	Positive - Significant

From the results in Table 8, several findings can be explained as follows:

1. The T-Statistics value 3.872 that is higher than the original sample value 0.375 shows the positive result. Thus, it can be concluded that Brand Image has positive and significant influence on Purchase Intention.
2. The T-Statistics value 2.310 that is higher than the original sample value 0.276 shows the positive result. Thus, it can be concluded that Price has positive and significant influence on Purchase Intention.

3.   The T-Statistics value 2.956 that is higher than the original sample value 0.375 shows the positive result. Thus, it can be concluded that Hunger Marketing has positive and significant influence on Purchase Intention.

5. Conclusion

The study aims at identifying the influence of Hunger Marketing, Brand Image, and Price on Purchase Intention toward Xiaomi smartphones. In the study, the variable Hunger Marketing, Brand Image, and Price serve as the independent variable whereas Purchase Intention serves as the dependent variable. In order to analyze the relationship among these variables, the researcher has administered the Partial Least Square (PLS) in the study. Based on the data analysis and the discussion in the study, the researchers would like to draw the following conclusions:

1.   Hunger Marketing has positive and significant influence on Purchase Intention.
2.   Brand Image has positive and significant influence on Purchase Intention.
3.   Price has positive and significant influence on Purchase Intention.

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