

미국 소비자의 텔레비전 홈쇼핑 행동에 관한 연구

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Profiling American Television Home Shoppers

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요 약

이 연구의 목적은 첫째, 계속 확대되어가고 있는 미국 TV 홈쇼핑에 대한 인구통계학적인 특성과 그들의 구매행동을 조사하여 TV 홈쇼핑에 대한 이해의 폭을 넓히고 쇼핑이용자의 만족도를 증진시킬 수 있는 방안을 모색하는 데 있다. 둘째, TV shopping channel 에의 많은 노출은 TV 홈쇼핑의 유통 특성상 강박구매를 야기시킬 경향이 높은 데 과연 TV shopping channel 노출과 강박구매와 관련이 있는 지, 그리고 TV 홈쇼핑중 어느 정도의 강박구매자가 존재하는 지 조사하는 데 있다. 미국 전지역 51주에 걸쳐 회수된 설문지 결과, 일반적 마케팅 타겟에서 소외시되었던 소비자집단, 예를 들면, 중년이나 노인 여성들, 몸이 비대한 여성들, 장애인등과 같은 다양한 집단들이 TV 홈쇼핑을 그들의 주요 쇼핑형태로 이용하였고, 특히, 대다수의 TV 홈쇼핑자들은 의류를 구매한 경험이 있었다. 또한, TV shopping media에 노출이 강박구매행동과 유의한 관련이 있는 것으로 나타났는데, 특히 이 연구의 TV 홈쇼핑중 일반인에 비해 약 2배가량의 강박구매자가 있는 것으로 밝혀졌다. 이 연구 결과를 토대로 사회지향적 마케팅전략이 논의되어진다.

Key words: American television home shopping, television shopping media exposure, compulsive buying, direct marketing, social responsibility marketing; 미국 텔레비전 홈쇼핑, 텔레비전 쇼핑 미디어에 대한 노출, 강박구매, 직접 마케팅, 사회지향적 마케팅.

I. INTRODUCTION

Direct marketing or non-store shopping such as television shopping and catalog shopping has become a popular retail patronage mode during the last two decades(Stanforth, Lennon, & Moore,

1997). As one of the newer modes of non-store retailing, more and more television shopping channels are appearing and, in the future, it is expected that shoppers will have access to as many as 500 shopping channels("The New Competition," 1994). The outlook for future sales and network growth may continue to increase as

more consumers use television shopping for a large part of their purchases. Consumers have entered a new realm of shopping experiences with the ease, safety and convenience of the television shopping networks(Harden, 1996).

While there certainly could exist cases of planned buying in connection with television shopping, the majority of shopping experiences seem likely to be motivated by impulses given the nature of the television shopping format in which buyers do not preview most of the merchandise. Furthermore, the convenience afforded by telephoning orders and using a credit card may promote shoppers' compulsive buying. This is evident by some research(e.g., Libbey, 1991), which found that 97% of television shoppers hold credit cards and some 82% of television shopping transactions are made with credit cards. These may provide television shoppers with compulsive shopping. Compulsive buying behavior, as one of negative consumption behaviors, have a similarity of impulsive buying, however, compulsive buying has more negative consequences(O'Guinn & Faber, 1989).

It is possible that television shoppers spend more time viewing television than non-television shoppers. If so then television shoppers might be more susceptible to the influence of media effects than non-television shoppers. While media may not directly cause this behavior, media may encourage the compulsive buyer with low self-esteem to relieve their problems through consumption(Faber & O'Guinn, 1988). Thus, it is possible that there might be a link between television channel exposure and compulsive buying among television shoppers. The needs to investigate television shoppers' profile and their TV home shopping behavior were identified. Also, television shoppers' shopping behaviors were appraised to determine the extent to which

compulsive buying is high among television shoppers and if compulsive buying is related to television shopping media exposure. Therefore, the purpose of this study is to examine about American women's television shopping behavior and the relationships among television shoppers with respect to television shopping media exposure and compulsive shopping behaviors.

II. LITERATURE REVIEW

1. Television Shopping

Researchers(e.g., Fisher, 1990) pointed out that a number of factors have influenced the growth of in-home shopping. These factor include consumers' new life styles, less time to engage in leisure activities, more women in the work force, a desire for more service and convenience, increased usage of credit cares, and in-store shopping problems(e.g., unhelpful sales personnel, feeling unsafe while shopping in malls and, lack of energy to handle packages and children). The growth of sales from television shopping is expected to continue at a rate of 20% over the next few years("The New Competition", 1994); in fact, sales could range from \$30 billion to \$250 billion in the next 10 years("The New Competition," 1994). Quality Value Convenience(QVC), a major shopping channel in the U.S., reported 15% growth and HSN channel reported 20% in 1995(Hazel, 1996). More consumers would be expected to use television shopping for a large part of their future shopping modes.

In a recent Aragon Consulting Group study, more than six in ten respondents said they never watched television shopping programs. However, among those who do watch, nearly two out of five have made a purchase("Shopping from the sofa," 1997). Most research(e.g., Cunningham & Cunningham, 1973; Darian, 1987; Rapp, 1984) has

examined attitudes/interests/opinions regarding home shopping. For instance, television shoppers tend to have more convenience and affiliation motivations and are more often females than non-shoppers (James & Cunningham, 1987).

2. Media Exposure, and Consumption

In American culture, a consumer society, "media images create materialism or a consumer culture" (Richins, 1995, p. 595). Many idealized images represent a highly desirable life that can be attained by only a few people in society. Because media images do not present real life, they represent a biased life (Duval, Duval, & Mullis, 1992). Because the idealized levels of wealth and consumption are represented by the idealized media images, frequent exposure to idealized images lead the individual's desire to more wealth or more consumption (Duval, Duval, Mullis, 1992). That is, feelings of inadequacy compared to the idealized media images may lead to negative self-feelings of deficiency or dissatisfaction. These negative self-feelings may prompt a desire to 'get more' as a route to happiness in order to enhance feelings of self-worth (Duval, Duval, & Mullis, 1992). However, negative consequences of increasing acquisition sometimes include lack of attention to social relationships, and excessive debt (Belk, 1988). Because consumer goods play an important role in American culture, material values are related to an insatiable desire for more possessions (Richins & Dawson, 1992). It appears that television shopping media exposure to idealized images may lead to consumers' negative self-feeling or dissatisfaction, which may in turn promote a greater tendency for increased spending. That is, the resulting negative feelings or dissatisfaction may lead to greater tendency to consume, leading to more unwise consumer consumption such as compulsive shopping

behaviors.

3. Compulsive Buying

Compulsive buying, known as negative or abnormal consumer behavior, is defined as chronic, and repetitive purchase behavior based on negative feelings that leads to harmful consequences (Faber & O'Guinn, 1992). Compulsive buying is not classified in DSM-IV (American Psychiatric Association, 1994) as a mental disorder and there are no widely accepted operational criteria for its diagnosis. Nevertheless, Compulsive buying is characterized by an irresistible urge to buy and some form of tension relief after a purchase (McElroy et al., 1995). Compulsive buyers feel varying degrees of guilt or depression following a binge buying (O'Guinn & Faber, 1989).

Faber and Christenson (1996) examined mood states of compulsive buyers before and during shopping and discovered that compulsive buyers improved their mood by shopping and experienced more extreme mood states than did the control sample. According to McElroy, Keck, and Pope's study (1994), of 20 compulsive buyers, 12 people reported being in debt due to their compulsive buying, and three declared bankruptcy. Some research has presented information on the use of credit by compulsive buyers. For example, O'Guinn and Faber (1989) found that compulsive buyers own significantly more credit cards than noncompulsive buyers. Compulsive buyers appear to use the act of purchasing as a means to bolster self-esteem and enhance interpersonal relations. This type of interaction may be established with hosts of television shopping programs. Thus, the convenience of credit cards and home shopping television programs may promote compulsive buying behaviors.

4. Television Shopping Media Exposure & Compulsive Buying

Television shoppers may perhaps spend more time watching television shopping channels than non-television shoppers. As Gerbner et al.(1978) indicated heavy television viewers tend to believe that the real world is similar to the world as it is portrayed on television. If this is accepted as an accurate view of real life, then viewers may overestimate the number of things that other people have. The result of this misperception may be unhappiness or dissatisfaction because of the belief that others have more than they do. Also, Downs and Harrison(1985) supported that television viewers are exposed to greater amounts of attractiveness-based messages due to many hours of television viewing (Downs & Harrison, 1985). This may mean television shoppers might be more affected by media images from the shopping channels, causing greater consumptions. The majority of shopping experiences on television seem likely to be impulsive buying situations given the nature of the television shopping format in which buyers do not know what kinds of merchandise will be sold on the program they watch. Also the convenience afforded by television orders with a credit card may promote the shoppers' compulsive shopping behavior. Often, consumers are aware of the addictive nature of television shopping shows. According to Harden(1996), a sample of older consumers(age 60 or older) identified a need for self-discipline in using television shopping "in order to prevent getting 'hooked' or addicted to buying products haphazardly. Several participants stated, 'it's like a disease', while one participant stated, people get hooked on it and they will buy practically anything"(p.60). This awareness of the seductive nature of television shopping may or may not be

apparent to consumers with tendencies toward compulsive buying behaviors. As O'Guinn and Faber(1989) indicated, compulsive buyers appear to use the act of purchasing as a means to bolster self-esteem and enhance interpersonal relations. This type of interaction may be established with hosts of television shopping programs, that is parasocial interaction. Through a parasocial interaction, television viewers begin to feel as if they know and care about the media personality as they would an intimate friend(Perse & Rubin, 1989). Therefore, this research may be valuable in understanding compulsive buying among television shoppers with regard to television shopping channel exposure.

III. METHOD

Sample, Instrument, Procedure, and Pilot study

For this research, survey methodology was used. Questionnaires were mailed to 1,000 female T.V. home shoppers in U.S. 51 states. The names were randomly selected from a purchased mailing list of known television shoppers of major shopping channels. After completing the questionnaire, participants were asked to return it to the researcher with a postage-paid business reply envelope. A thank you/reminder postcard was mailed one week after the initial mailing to increase response rate. The second questionnaire was mailed two weeks later to respondents who did not return the first questionnaire.

The survey instrument used for this study consisted of a self-administered questionnaire, containing the following instruments: Demographic information, Compulsive Buying Scale with 7 items(Faber & O'Guinn, 1992), Self-Esteem Scale with 6 items(Rosenberg, 1965) and Social Desirability and Infrequency Scales with 32

items(Jackson, 1984). The Compulsive Buying Scale measures the degree of one's feelings, emotions and behaviors related to compulsive shopping. If the score is < -1.34 , the respondent is classified as a compulsive buyer. The Social Desirability and Infrequency scales were used for this study if the respondent presented herself in a socially desirable manner rather than a truthful manner or in a random or haphazard manner(e.g., I have never bought anything in a store). Either a score of 2 or higher on the Infrequency or a score of 13 or higher on the Social Desirability scale rendered the questionnaire unusable.

For this study, a pilot test was conducted to examine if all items of the questionnaire were understandable and clear to subjects. The 22 subjects were asked if they had any problems understanding the questionnaire or had specific comments regarding the questionnaire. There were no specific comments, suggesting that respondents had no difficulty in understanding the questions.

IV. RESULTS

As a result of the 1,000 deliverable questionnaires, 252 were returned after the first mailing and 108 more were returned after the second mailing for a total of 360. Approximately 7.2 percent of those returned were eliminated because six respondents did not complete the questionnaire, and based on social desirability and infrequency scales, twenty of the returned questionnaires were not suitable. Therefore, 334 questionnaires from respondents were included in the data analysis. Data were analyzed using descriptive statistics, Pearson correlational coefficients, and multiple regressions.

1. Respondent Characteristics

The mean age of subjects was 54 years, with a

range of 24 to 85 years. Their weights ranged from 80 pounds to 350 pounds, with an average of 169 pounds. Approximately 65% of respondents wore sizes 14 and up, defined as "large-sized" women(Black, 1990). Their weights ranged from 80 pounds to 350 pounds, with an average of 169 pounds. General demographic characteristics of respondents are in Table 1. There were 68.3% of respondents in their 50s or older. Most respondents(86.4%) were Caucasian American and married(71.3%). Regarding reported yearly income, there were about 50% of respondents in \$25,000 or more. Approximately 48% of the respondents were

Table 1 Demographic Characteristics of Participants

Characteristics	Samples	
	frequency	%
Age		
20s	13	3.8
30s	39	11.7
40s	57	17.1
50s	107	32.0
60s and over	118	35.3
Ethnic Background		
African American	8	2.4
Caucasian American	285	86.4
Hispanic American	5	1.5
Native American	25	7.6
Asian American	0	0
Other	7	2.1
Marital Status		
Single	24	7.2
Married	238	71.3
Divorced	26	7.8
Windowed	46	13.8
Annual Income		
\$75,000 or more	8	2.6
\$50,000~74,999	38	12.3
\$25,000~49,999	108	34.8
\$13,000~24,999	83	26.8
\$7,000~12,999	47	15.2
fewer than \$7,000	26	8.4

employed full-time; 21% were employed part-time; 31% were not employed for pay. Occupations included, retired(30%); homemaker (22.1%); professional or managerial(14.9%), service-related(14.4%), and technical, clerical, or sales(16.2%) and others such as students, artist (2.3%). Approximately 14% of the respondents were disabled, while about 4% of the respondents were homebound(see Table 2).

Table 2 Disabled and homebound Status

	Frequency	Percent
Disabled	46	13.8%
Homebound	13	3.9%

2. Respondents' television shopping behavior

The respondents reported making at least one purchase from television shopping channels within the previous 12 months(see Table 3). Respondents who reported 1 to 5 purchases accounted for 61.1% of the group, while others reported 6 to 10(18.6%), 11 to 15(5.4%), 15 to 20(2.7%), or more than 20(12.3%) annual purchases from television shopping channels. The Quality Value Convenience (QVC) shopping channel was watched most frequently by respondents. Of 334 respondents, most had purchased apparel(299) and jewelry(309) from television. Also 211 respondents had purchased cosmetics and 192 had purchased exercise equipment(see Table 4).

Table 3 Frequency of purchasing from shopping channels in the past 12 months

	Frequency(N=334)	Percent
1-5	204	61.1
6-10	62	18.6
11-15	18	5.4
15-20	9	2.7
more than 20	41	12.3

For payment, most respondents(87.1%) had paid using credit cards and about 72% of respondents said they pay always or frequently with credit cards. Seventy-two percent had 1 to 5 credit cards, while about 24% had 6 to 10 credit cards. Four percent had more than 10 credit cards. One had 35 credit cards and two had 20 credit cards. Approximately 80.6% of respondents knew their credit limit on the card(s) they have. Respondents watched an average of 6.5 hours of television shopping programs per week. For payment, most respondents(87.1%) had paid using credit cards and about 72% of respondents said they pay always or frequently with credit cards. Approximately 7% of respondents had paid extra to have an item shipped sooner. Approximately 68.6% of respondents had returned something they bought from the shopping channel. Among them, 4.8% had returned the item always or frequently, while 28% had done so sometimes and 67.2% had never returned it. About 92.3% were always or frequently satisfied with the way their return was handled. Seventy-two percent had 1 to 5 credit

Table 4 Frequency of purchased items from T.V. shopping channels

	Clothing	Jewelry	Cosmetics	Exercise Equipment
Always	21(6.3%)	46(13.8%)	6(1.8%)	5(1.5%)
Frequently	38(11.4%)	79(23.7%)	15(4.5%)	1(.3%)
Sometimes	135(40.4%)	136(40.7%)	44(13.2%)	24(7.2%)
Seldom	105(31.4%)	48(14.4%)	146(43.7%)	162(48.5%)
Never	35(10.5%)	25(7.5%)	123(36.8%)	142(42.5%)

Table 5 Compulsive Buying Scorings

CB scorings	-7.03~-1.34	-1.33~.99	.98~3.61
Respondents(N=334)	34(10.4%)	148(44.1%)	152(45.5%)

cards, while about 24 % had 6 to 10 credit cards. Four percent had more than 10 credit cards. One had 35 credit cards and two had 20 credit cards. Approximately 80.6% of respondents knew their credit limit on the card(s) they have.

3. Television Shopping Media Exposure

To measure television shopping channel exposure, the total time of watching the shopping channels was used. Responses on the three items(an average weekday, an average Saturday, and an average Sunday) were summed as total television shopping viewing time. Higher scores indicate greater exposure to television shopping channels. The mean number of hours of watching a shopping channel was 2.3 hours for an average weekday, 1.7 hours for an average Saturday, and 1.6 hours for an average Sunday. The range of total television shopping viewing time was 1 to 34 hours during a week, with an average of about 6.5 hours(see Table 5). A higher percentage of respondents watched shopping channels in the evening(40.3%), followed by morning(21.7%), afternoon(20.9%), and night(17%).

4. Tendencies Toward Compulsive Buying

The Compulsive Buying Scale measures the

degree of one's feelings, emotions and behaviors related to compulsive shopping. Lower scores indicate higher levels of compulsive buying tendencies. Out of a possible range of -7.03 to 3.61, scores on the Compulsive Buying Scale were spread over the entire range($M=.99$) for respondents. Out of 334 respondents, 34(10.4%) were classified as compulsive buyers. The distribution of compulsive buying scorings are in table 5. Due to how the variables were scored, negative values of compulsive buying indicate positive values, in Pearson's correlational analyses, compulsive buying tendencies in this study were related to be heavier, to be younger, to have lower self-esteem, and to watch more television shopping channel programs(see Table 6).

5. Inferential analyses

H1: In television shoppers, compulsive buying is positively related to TV shopping media exposure.

H2: In television shoppers, compulsive buying is negatively related to self-esteem.

Stepwise multiple regression analysis was used to examine the relationship of television shopping channel viewing time and self-esteem to compulsive buying in television shoppers.

Table 6 Pearson's Correlation Coefficients among Age, Compulsive buying, Weight, Self-Esteem, and TV shopping viewing time

	CB	Age	Weight	Self-Esteem	TV
CB	-	-	-	-	-
Age	.183**	-	-	-	-
Weight	-.143**	.051	-	-	-
Self-Esteem	.200**	.095	-.128*	-	-
TV	-.485**	-.058	.078	-.142**	-

* $p < .05$, ** $p < .001$

Compulsive buying was used as dependent variables and television viewing time and self-esteem were used as the independent variable. Both variables were significantly related to compulsive buying. Results of the analysis revealed that television shopping viewing time and self-esteem accounted for 25.3% ($R^2=.253$) of the explained variance in compulsive buying. In terms of goodness of fit, the multiple correlation between observed scores and predicted scores was $R=.50$.

Television shopping viewing time was significantly related to compulsive buying, $F(1, 332)=102.02$, $p<.0001$. This variable accounted for 23.5% of the explained variance in compulsive buying. The second variable entered into the prediction equation was self-esteem, $F(2, 331)=55.95$, $p<.0001$. These two variables accounted for 25.3% of the explained variance in television shopping channel viewing time (see Table 7). The negative beta value indicates the nature of the relationship among variables. However, due to how the variables were scored, higher compulsive buying is associated with higher television shopping channel viewing time and lower self-esteem. Thus, it would appear that among television shoppers, television shopping channel viewing time and self-esteem variables were related to compulsive buying, indicating that lower self-esteem and more time spent viewing television shopping channels mean more higher compulsive buying. Using the formula developed by Pedhazur (1982), the amounts of variance accounted for by compulsive buying in television shopping channel viewing time were also

statistically significant.

V. DISCUSSION AND IMPLICATION

The purpose of this study was to examine American television shoppers' television home shopping behavior, and the relationships among television shoppers with respect to television shopping channel exposure and compulsive buying. Television shoppers' shopping behaviors were assessed to determine whether or not compulsive shopping is prevalent among television shoppers and if compulsive shopping is related to levels of television shopping media exposure. The results of this study are as follows.

First, most American television shoppers are a variety of consumer targets such as elderly, or large-sized females. Fourteen percent of television shoppers were disabled, and 4% of television shoppers were homebound. This suggests that, due to their physical condition, disabled and homebound females might use TV shopping as one of their primary shopping methods.

Second, in the present study, clothing and jewelry were frequently purchased by television shoppers. This may mean that television shopping is an important market for appearance-related products to television shoppers. Because television shopping provides easy access for shopping, safety, and convenience for them as advantages of direct marketing, these consumer groups may use the 'television store' more frequently than other general consumer groups. Thus, apparel manufacturers for television shopping programs

Table 7 Stepwise Multiple Regression Analysis

Dependent Variable	Independent Variable	β	F ratio	R^2	P
Compulsive buying	TV viewing time	-.485	102.023	.235	.000
Compulsive buying	TV viewing time	-.466	55.947	.253	.000
	Self-esteem	.134			

may wish to provide more choices of styles for these segments of consumers.

Finally, as expected, compulsive buying was significantly related to television shopping media exposure. Compulsive buyers may view more television shopping in order to acquire possessions. They might be afraid of missing something good or attractive through television shopping programs. Thus, perhaps higher scores on compulsive buying may lead to a greater propensity to watch television shopping channels. It is possible that television media may contribute to the belief that happiness can be found through consumption for the television shoppers. Thus, television shopping channel viewing may encourage television shoppers with low self-esteem to manifest. There are few data available to show the frequency of compulsive buying in the population. Hassay and Smith(1996) suggest that compulsive buying affects 5.9% of the general population. However, from this study, approximately 10% of the television shoppers were found to have compulsive buying tendencies. Thus, compulsive shopping may be more common among television shoppers than among the general population. Although this study had only 34 women who had compulsive buying tendencies out of 334 among television shoppers, there might be a high possibility for television shoppers classified as non-compulsive buyers to be those who would have compulsive buying tendencies later. Compulsive buying may be more common than found, may be treatable, and thus, should be further studied as a disorder in its own right.

For television apparel marketers, this study suggests more useful information. Recently the issue of social responsibility in marketing has grown significantly(Muncy & Eastman, 1998). While many marketers encourage materialism, materialism may lead to negative societal effects

(Richins & Dawson, 1992). "Many marketers may have a self-interest in encouraging materialism, but if materialism is not in the best interest of society, then such encouragement could be considered socially irresponsible"(Muncy & Eastman, 1998, p. 137). That is, it might be socially irresponsible for marketers to be profiting from promotion of consumer materialism(Muncy & Eastman, 1998). In the short-term companies may see a reduction in profits, but in the long-term consumer loyalty to those companies may expand for companies demonstrating socially responsible attitudes and behaviors. The socially responsible company allows effective ways for compulsive consumers to become "healthier" consumers, thereby reducing erratic spending, bad feelings toward the company due to demands for payment, and a more steady shopping behavior over the long term. From a marketing perspective, compulsive shoppers may reduce their spending and they will be able to become better situated financially, and their spending will continue in a more healthy and affordable manner in the long-term. This will benefit both consumers and marketers.

Since television shopping is popular worldwide, future researchers may wish to study these variables in populations throughout the world. As a next step, because Korean television home shopping has growth very rapidly, Korean television shoppers' shopping behaviors also need to be investigated to determine whether or not compulsive shopping is prevalent and if compulsive shopping is related to levels of television shopping media exposure in order to prevent Korean shoppers' unwise consumer behavior.

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