



COMPULSIVE CONSUMPTION TENDENCIES AMONG TELEVISION SHOPPERS

Seung-Hee Lee

University of Ulsan, Korea

Sharron J. Lennon and Nancy A. Rudd

The Ohio State Univ., Columbus, OH 43210

Consumer behavior researchers (e.g., Hassay & Smith, 1996) have recently drawn attention to compulsive consumption such as compulsive buying and binge-eating. Compulsive buying and binge eating are similar since both relate to lower self-esteem or poor impulse control and are more common and occur more frequently in women who tend to buy clothing and jewelry. Because television shopping has become a popular mode of non-store shopping (e.g., Halvorsen, 1997), it is perhaps easy to see why it might appeal to compulsive buyers. The purpose of this study was to examine the extent to which compulsive buying and binge eating were related in television shoppers. Questionnaires were sent to a national sample of 1000 female US television shoppers and 334 completed questionnaires were returned. The average shopper was 54 and weighed 169 pounds; 89.5% of the shoppers had purchased apparel via television. Multiple and simple regression analyses were performed. Binge eating scores and compulsive buying scores were positively related. In addition, both compulsive buying and binge eating scores were positively related to television shopping channel exposure.

Halvorsen, R. (1997). QVC makes toast to own success. *Discount Store News*, 36(19), 6, 54.

Hassay, D., & Smith, M. (1996). Compulsive buying: An examination of the consumption motive. *Psychology and Marketing*, 13, 741-752.