TOWARD AN INTEGRATED MODEL OF PROBLEMATIC CONSUMPTION: THE ROLE OF ONLINE SHOPPING, SELF-REGULATION AND SUSCEPTIBILITY TO ADVERTISING

TAN JIAT CHOW

Supervisors: Prof Theng Yin Leng & Assoc Prof Annabel Chen

w110013@e.ntu.edu.sg
Outline

① Background, Problem Statement & Objectives
② Proposed Model
③ Methodology
④ Summary & Discussion
# Impulse-Control Disorder

<table>
<thead>
<tr>
<th>DSM-IV-TR</th>
<th>Problematic Consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Failure to resist an impulse or temptation</td>
<td>An inability to resist impulses to shop or buy</td>
</tr>
<tr>
<td>Increasing sense of tension and arousal before an act</td>
<td>An increased sense of tension and anxiety prior to their shopping act</td>
</tr>
<tr>
<td>Pleasure or gratification during an act and regret or guilt after act</td>
<td>A feeling of relief and pleasure during or following shopping spree</td>
</tr>
</tbody>
</table>
Obsessive-Compulsive Disorder (OCD)

Obsessions

Did I wash my hands?

Is someone going to steal my car?

Compulsions
Mood Regulation

Lejoyeux et al., 1997; Black et al., 1997
Operationalization of problematic consumption

- Impulse-Control Disorder
- Obsessive-Compulsive Disorder
- Disease Model
- Mood Regulation
1. If I have any money left at the end of the pay period, I just have to spend it.

2. Felt others would be horrified if they knew of my spending habits.

3. Bought things even though I couldn't afford them.

4. Wrote a check when I knew I didn't have enough money in the bank to cover it.

5. Bought myself something in order to make myself feel better.

6. Felt anxious or nervous on days I didn't go shopping.

7. Made only the minimum payments on my credit cards.
Focus on Impulse-Control

“One shortcoming of the screener is that it does not contain any items tapping the obsessive-compulsive dimension of buying, as it focuses only on the impulse-control dimension”

Ridgway et al., 2008, p.624
Ridgway et al., 2008

Obsessive-compulsive buying
1. My closet has unopened shopping bags in it.
2. Others might consider me as a shopaholic.
3. Much of my life centers around buying things.

Impulse buying
4. I buy things I don’t need.
5. I buy things I did not plan to buy.
6. I consider myself an impulse purchaser.
Focus on Individual

Materialism
Loneliness
Low Self-esteem
Impulsive
High Anxiety
Mass Media Effects and New Media Platform

d’Astous et al., 1990; Kukar-Kinney, et al., 2009; Kwak et al., 2002; Lejoyeux et al., 2007; Ridgway, et al., 2011; Yang, 2006
Research Objectives

1. Conceptualize, operationalize and validate an integrated model of problematic consumption that considers the dominant perspectives within this field of research.

2. Establish a link between problematic consumption and mass media effects such as advertising and new media platforms such as online shopping.
Mood Regulation
Impulse-Control Disorder
Obsessive-Compulsive Disorder
Proposed Model
Mood Regulation
Obsessive-Compulsive Disorder
Impulse-Control Disorder
Proposed Model I

- Mood Regulation
- Negative Outcomes
- Deficient Self-regulation
- Cognitive Preoccupation
- Compulsive Consumption

H1, H2 → Deficient Self-regulation
H2, H3 → Deficient Self-regulation
Proposed Model II

- Mood Regulation
- Preference for Online Shopping
- Deficient Self-regulation
- Cognitive Preoccupation
- Compulsive Consumption
- Negative Outcomes

H4, H5, H6
**PROPOSED METHODOLOGY**

Undergraduates > 21 yrs, N=500

- Consumer behavioral patterns
- Internet use
- Personal disposition
- Demographic

**Two-Step Modeling Approach**

- PC EFA CFA
- Social Desirability

**Nomological Validity**

- Social Desirability
- Impulsivity
- Loneliness

**Convergent Validity**

- Self-esteem
- Materialism

**Discriminant Validity**

- OCI-R

**Non-Probematic**

- SEM MLE

**Phase 2**

- IAT

**Problematic**

- 2 Experiments N=50 (each group)

**Pilot Study**

N=20

GSR & ECG

**Experiments**

N=50 (each group)
Susceptibility to Advertising

- Mood Regulation
- Negative Outcomes
- Preference for Online Shopping
- Deficient Self-regulation
- Susceptibility to Advertising

H7
Stroop Task

Red bounding box, irrelevant advertising stimulus

Blue bounding box, irrelevant neutral control stimulus

Red bounding box, irrelevant scrambled stimulus
Proposed Methodology

Psychophysiological Measures
Integrated theoretical model of problematic consumption that comprises the cognitive behavioral, and mood regulation aspects. A central role for self-regulation.

A multi-factorial scale that provides a more balanced assessment of the salient manifestations of problematic consumption.

Problematic consumption in relation to online shopping through the construct “Preference for online shopping”.

Examine problematic consumption in relation to advertising through the construct “Susceptibility to advertising”. Novel use of implicit cognitive paradigms and psychophysiological measures.
Thank you