

# **More Consumption due to the Binge Effect**

## **Bachelors Thesis**



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## Table of Content

<b>List of figures</b> .....	III
<b>List of tables</b> .....	IV
<b>List of abbreviations</b> .....	V
<b>Abstract</b> .....	VI
1. Introduction .....	1
2. Theoretical Background .....	2
2.1 Definition of Concepts .....	2
2.1.1 Consumption .....	2
2.1.2 Binge Effect .....	3
2.2 Consumption influencing Factors .....	4
3. Recent Research Findings .....	6
3.1 Health Sector Findings .....	6
3.1.1 Binge Eating Disorders .....	6
3.2 Psychological Sector Findings .....	9
3.2.1 Comorbidity of Compulsive Consumption Disorders .....	9
3.2.2 Influence of Stress .....	10
3.2.3 Influence of Regret .....	12
3.3 Business Sector Findings .....	13
3.3.1 Binge Watching .....	13
3.3.2 Effects of Social Network Sites on Consumption .....	16
3.3.3 Promotions .....	17
4. Conclusion .....	20
4.1 Critical Evaluation .....	20
4.2 Managerial Implications .....	20
4.3 Future Research .....	21
<b>Appendix</b> .....	23
<b>References</b> .....	29
<b>Literature Tables</b> .....	34
<b>Affidavit</b> .....	42

## List of figures

**Figure 1:** the effect of self-control regret on consumer

behaviour: a conceptual framework ..... 23

**Figure 2:** effects of stress on consumer spending and saving ..... 24

**Figure 3:** Google Trend's Index for "Binge Watching" ..... 25

## **List of Tables**

<b>Table 1:</b> Information Source Influencer Scales .....	26
<b>Table 2:</b> Comparison of Advertising Responsiveness between Bingers and Non-bingers .....	27
<b>Table 3:</b> Alcohol Consumption and binge drinking by demographic characteristics and use of social networking sites .....	28

## **List of abbreviations**

**BED:** Binge Eating Disorder

**VoD:** Video-on-Demand

**SNS:** Social Networking Site

**CBS:** Compulsive Buying Scale

## **Abstract**

Consumption disorders have been subject to many studies and experiments, where patients and non-patients were exposed to different environments in different emotional situations. Afterwards their consumption patterns were assessed. Results are proving comorbidity of disorders and the sensitivity of patients to emotions, stress, regret and other social influencers. More recent research focuses rather on the increased consumption amount in association with media usage than on the medical component of compulsive consumption and consumption disorders. This thesis introduces the general theoretical concepts behind consumption and consumption disorders, but also displays how health and psychological sector findings about consumption diseases can be combined with business studies' results about consumption influencers, promotion and the responsiveness to advertisement. Overall the studies show consumption's sensitivity to outside and inside influences. Moreover, increased consumption due to binge watching or other consumption disorders opens more possibilities for advertisement but also imposes requirements on advertisement design and timing.

## 1. Introduction

“The current media developments are diverse. What we see are several parallel developments resulting in a higher level of complexity with new alignments of networks, terminals, services and markets” (Fagerjord & Storsul 2007, p.27).

Recently media is evolving on all channels. Time spent watching movies or series online as well as time spent with social media is steadily increasing. People change especially their viewing behaviour towards consuming several episodes in a short time. This demeanour became so common that researchers place their interest on it. The phenomenon of “binge watching” (Schweidel & Moe 2016, p.1; Mikos 2016, p.157) has been studied recently with a special focus on possibilities to take advantage from this increased consumption for advertisement and data collection. If consumption is expected to stay at the increased level permanently, this means especially for the advertisement sector a tremendous increase in commercial time, but also challenges to react to the new consumer demands. To understand this phenomenon better it is important to broaden the focus on other binge behaviour and consumption disorders (Faber et al. 1995; Lee, Lennon & Rudd 2000), their causes and pathogenesis. Especially emotions (Keinan & Kivetz 2008, Durante & Laran 2016, Faber et al. 1995) and social factors (Lee, Lennon & Rudd 2000) play a key role in the consumption influencing process.

This thesis aims to give an overview over current research findings how consumption is influenced and what drives binge behaviour. So far, recent literature about binge behaviour is predominantly originated in the health and psychological sector. Only a few studied the connection of binge behaviour and business or economy related content. This thesis aims at drawing inferences by reviewing the current research for binge behaviour and its drivers and

by linking these results with business findings about consumption and consumption influencers.

First of all, this paper will give an insight in the basic theories of consumption, its drivers and influencers and the special form of binge behaviour. Second, a review of recent literature findings will be given. This part is divided in three sections according to the origin of study. The health sector findings focus on binge eating behaviour, causes and consequences. The psychological sector findings show the comorbidity of compulsive consumption disorders and the serious influence of emotions, more precisely stress and regret. Afterward, the business sector findings present the actual business binge behaviour studies about binge watching, followed by an extension of the results by including social media and the influence of promotions. Finally, the critical evaluation, the consequent managerial implications and the outlook for future research will conclude the work.

## **2. Theoretical Background**

In the following paragraph the overall theoretical definitions will be defined upon which the later literature review will build on. First of all consumption and the special form of binge consumption will be defined, later a first introduction in consumption influencing factors will be given.



## ***2.1 Definition of Concepts***

*Consumption.* Consumption is defined as “the process in which the substance of a thing is completely destroyed, used up, or incorporated or transformed into something else.

Consumption of goods and services is the amount of them used in a particular time period” (Luthra & BusinessDictionary.com 2017). In this paper we will place our focus more on the second part of the definition and consumption as an influenceable process. According to the Oxford Dictionary (Oxford University Press 2017) consumption is not only “the action of using up a resource”, but also “the action of eating or drinking something”, “an amount of something which is used up or ingested”, “the purchase of goods and services by the public” and finally “the reception of information or entertainment by a mass audience”. In the study by Assunção and Meyer (1993) consumption is shown as “an endogenous decision variable driven by promotion” (Sun 2005, p. 430). Other studies showed that consumption is not only influenced by promotion but also by psychological factors such as emotions, stress (Durante & Laran 2016) and regret (Keinan & Kivetz 2008) as it will be discussed later in this paper.

*Binge Effect.* For the Binge Effect the definitions vary across the different fields of study and their focuses. It is necessary to define the effect for every subject separately in order to get the most precise definition. Over all binge behaviour is an addiction to food, media, shopping or others. To give a first rough definition, binge consumption is an excessive volume being consumed in a short time period.

The studies in the business and marketing sector lay their focus on overconsumption of media and the influences of media and promotion on consumption of products or services. Schweidel and Moe (2016) define binge watching in the context of consumption of movies and TV shows as “heavy rate of consumption, which may occur within a single session or

across multiple sessions that occur within a short period of time” (p. 1). Concretely, this means “watching three or more episodes of a TV series in one sitting” (Deloitte 2015, p.11). Binge watching is seen as escapism of reality and the try to keep good feelings by staying in a different state of reality and by holding up the “flow” (Hoffmann & Novak 1996, p.52). The “flow” phenomenon, explored by Williams (1974), too, has also an impact on the usage and design of advertisement which will be discussed in this paper later.

In the health and psychological sector binge consumption has a more negative association. These sectors place their interest of study on consumption disorders respectively compulsive consumption: binge eating, binge drinking and compulsive buying. In the case of binge eating and drinking the best definition would be: consuming more than healthy in a short time. According to O’Guinn and Faber (1989) compulsive consumption or compulsive buying is defined as “chronic repetitive purchasing that becomes a primary response to negative events or feelings” (p.155) (Lee, Lennon & Rudd, p.466). In other words, compulsive consumption or buying is an uncontrollable behaviour or addiction to overcome social and psychological problems. Darrat et al. (2016) define three forces that combined together build the basis for becoming involved in compulsive buying: “strong emotional activation, high cognitive control and high reactivity” (p. 104).

## ***2.2 Consumption influencing Factors***

Our research has shown that consumption overall is an influenceable process. The question remaining is what exactly influences consumption and in which way. As consumption and consumption patterns depend on the individual person, the majority of the influencing factors behind that are of psychological nature. Physical influencing factors are stemming from purchase influencers and are mainly budget constraints (Mann & Blotnicky 2016, p.490) or

accessibility respectively availability factors. Other physical factors influencing time, speed and amount of consumption are the individual stock level and the product category. As Sun (2005) points out “consumption is an increasing function of inventory” (p.438). Ailawandi and Neslin (1998) support this argument with their studies in which they proved that the “consumption effect of promotion is quite significant for products where usage rate is highly responsive to inventory levels” (p.14). Assunção and Meyer (1993) defined with their normative theory that “consumption is rationally increasing in the size of a consumer’s inventory” (p.529). Also influencing consumption is the price of the product or price changes. Due to Sun (2005) the “average consumption could directly respond to price changes” (p.438).

Very big influences on consumption have promotions that will also be discussed more in detail later in this paper. These can be partly of physical nature as for example limited numbers of offered products or in form of volume discounts (Grewal et al. 2011, S47). Most of the influences promotions have are based on psychological factors. Many promotions offer discounts for a limited time horizon, only to a special group of persons (e.g. who have subscribed to the site before) or only under some special conditions (Grewal et al. 2011, S47). Time pressure for example is also defined by Lee, Lennon and Rudd (2000, p.482) as key trigger for the impulse to buy. Furthermore, sales promotions are considered to trigger the buying impulse of compulsive buyers in the article by Darrat et al. (2016, p.104). Loyalty programs address the social level (rewarding loyalty and social interaction) which is considered very important not only by Mann and Blotnick (2016, p.496) but also in the case of compulsive buying of television shoppers (Lee, Lennon & Rudd 2000) and in the case of binge watching (Schweidel & Moe 2016, Mikos 2016). In the study by Mann and Blotnick (2016) (“Insert Table 1 About Here”) more than half of the sample named social, e.g. family and friends, as main influencers of their eating behaviour. The case for compulsive television

shoppers is more complex as many of them are of low self-esteem and often have not many social contacts (Lee, Lennon & Rudd 2000, p.466). So buying via TV and interacting with the sales persons who compliment the buyers make the customers feel better. Resulting from that, purchasing becomes a mechanism to “bolster self-esteem, reduce tension, and enhance interpersonal relations” (Lee, Lennon & Rudd 2000, p.467). In the case of compulsive buying among television shoppers, Lee, Lennon and Rudd (2000) work with the theory of social comparison by Festinger (1954) that states “individuals have a basic drive to evaluate their own options abilities” (Lee, Lennon & Rudd 2000, p.464). This happens often in form of up- or downward comparison that can lead in the negative case to dissatisfaction, loss of self-esteem and a loss of self-worth. Conclusively you can say, this lays the foundation of the psychological dissatisfaction which the customers try to overcome by consumption.

### **3. Recent Research Findings**

The following paragraph is based on the most important studies about binge consumption in various research sectors, namely the health sector, the psychological sector and finally the business sector. The thesis aims to give an insight into the special forms of binge consumption, their causes and their consequences for consumer and business activities.

#### ***3.1 Health Sector Findings***

*Binge Eating Disorders.* Recent literature claims that consumption disorders are often accompanied by each other (Faber et al. 1995; Lee, Lennon & Rudd 2000). A person suffering from compulsive buying often shows also traits of binge eating.

According to Faber et al. (1995, p.297) and the American Psychiatric Association (1994) there are two main criteria for BED (binge eating disorder): 1) “eating an amount of food in a two-hour period that is definitely larger than most people would consume in that time period”, 2) “feeling a lack of control over eating during these episodes” (Faber et al. 1995, p.297). The first criterion is very similar to the one for binge watching as it will be given later in this paper. For all consumption disorders the amount consumed lies above the normal or healthy rate. The second criterion, lack of control, defines a key problem of persons suffering from consumption disorders. The studies by Durante and Laran (2016) about the effects of stress also showed that the feeling of lacking control results often in consumption changes. In the case of eating disorders the lack of control leads to a higher consumption, in the case of stress the lack of control leads in most cases depending on the kind of items and stressors to a decreasing consumption rate (Durante & Laran 2016, p. 824). Another characteristic of binge eaters that is also consistent for other consumption disorders is their bad emotional condition. Those affected often suffer from low self-esteem, higher levels of depression and are “preceded by dysphoric moods such as sadness, anger or boredom” (Faber et al. 1995, p.297, Yanovski 1992, p.309). Eating for them is seen as a way to overcome the inner feeling of “emotional emptiness” (Faber et al. 1995, p.297) or as a provider of short-term escape from the negative self-feelings according to Faber et al. (1995).

Lee, Lennon and Rudd (2000) support the theory of binge eaters having lower self-esteem, higher depression and “more personality disturbances than non-binge eaters” (Lee, Lennon & Rudd 2000, p.469; de Zwaan & Mitchell, 1992). They also support Antony et al. (1994) who found that binge eaters had “more depression, anxiety, fatigue and confusion than non-binge eaters” (Lee, Lennon & Rudd 2000, p.469). But Lee, Lennon and Rudd (2000) also suggest another reason from which binge eating or the emotional imbalance of binge eaters could stem. The phenomenon of binge eating could, according to Lee, Lennon and Rudd

(2000), develop as the “result of a chain of events” (p.468). This chain looks as follows. Mostly unrealistically beautiful, thin women are the ideal of beauty shown in all media channels. This functions as the motivator or basis for food restricting behaviour (Harrison & Cantor 1997, p.40; Silverstein et al. 1986, p.519) which is according to Bulik et al. (1997) frequently preceding binge eating. “Idealized images of thin women in the media may stimulate food restriction, which eventually, after much self-denial and self-control, may lead to cravings so strong that binge eating is the result” (Lee, Lennon & Rudd 2000, p.468). With regard to the increased media usage rates (Schweidel & Moe 2016, p.1; Sampasa-Kanyinga & Chaput 2016, p.89) today, this effect could even have increased during the last years. Lee, Lennon and Rudd (2000, p.479) also report that females and people already engaged in compulsive buying are more likely to suffer from binge eating disorders.

Zhou, Shapiro and Wansink (2017) focused not on binge eating disorders but more on the actual influence media, especially eating movie characters, can have on the eating behaviour of people. They state that viewers are more likely to continue eating and to eat savoury food if the story character they have identified with keeps eating unhealthy food than when the character has finished the meal. The viewers eat less and more sweet food, if the movie character has completed the meal (Zhou, Shapiro & Wansink 2017, p. 411). The theory behind that is that “a character’s goal state (ongoing or completed) influences an audience member’s unconscious goals, and, [based on this study] the audience member’s actual behaviour” (Zhou, Shapiro & Wansink 2017, p.411). These findings show the “potential negative impact of media on overeating and choosing high-calorie sweet food” (Zhou, Shapiro & Wansink 2017, p.412), but also the possibility for promoting a healthier lifestyle and eating behaviour. This finding will become even more important in the binge watching paragraph of this paper.

In conclusion, eating behaviour is mainly driven by the emotional and social condition of the individual. Eating is used to compensate the feeling of lacking control and dissatisfaction. However, the food consumption pattern can also be influenced by the media as individuals are identifying themselves with movie characters. Additionally, consumption disorders come along with each other.

### ***3.2 Psychological Sector Findings***

*Comorbidity of Compulsive Consumption Forms.* Researchers suggest in their studies that the different subcategories of compulsive consumption, namely compulsive buying and binge eating, often appear as comorbidities.

Binge eaters and compulsive buyers are diagnosed with the same kind of symptoms as they are both suffering from compulsive consumption. Compulsive consumption is defined by O'Guinn and Faber (1989) as "a response to an uncontrollable drive or desire to obtain, use, or experience a feeling, substance, or activity that leads an individual to repetitively engage in a behaviour that will ultimately cause harm to the individual and/or to others" (p.148). These people are motivated to consume by a compulsive impulse and / or a chronic loss of control (Lee, Lennon & Rudd 2000, p.463).

According to the studies by Faber et al. (1995) there is proof that "comorbidity exists for compulsive buying and BED" (p.301). People diagnosed with BED were more likely to be classified as compulsive buyers than those who were classified as non-binge eaters. This is statement holds also the other way around. Compulsive buyers were according to the studies by Faber et al. (1995) more likely to have an eating disorder, especially binge eating.

Consistent with the findings of Faber et al. (1995), Lee, Lennon and Rudd (2000) demonstrated the comorbidity of consumption disorders or the co-occurrence of the same symptoms. On the example of television shoppers they studied whether the sample group was probable to show symptoms of compulsive buying and binge eating disorders simultaneously. The results of their study were that 10.1 % of television shoppers were classified to be compulsive buyers (p.479). Additionally, in the whole sample group the tendencies for compulsive buying and for binge eating were positively related. Classified as another factor contributing to compulsive buying and binge eating was the shopping channel exposure (p.479). Compulsive-buying scores increased with increasing scores of binge eating and hours being exposed to shopping channels. Lee, Lennon and Rudd (2000) see the explanation for the co-occurrence of these two consumption disorders in the same basic characterisations, causes and symptoms. In accordance to that Lee, Lennon and Rudd (2000) name “an urge to overconsume and a lack of control” (p.480) as a key character of both compulsive consumption and binge eating. Another connection is the cause or the basic condition of the people involved. Not only do the involved are in the state of dissatisfaction, getting there caused by social upwards comparison. As people tend to compare themselves with others (Social Comparison Theory; Lee, Lennon & Rudd 2000, p. 464), they will inevitably become dissatisfied with their current situation at some point of time. This dissatisfaction with the current life supplements the other problems of the involved people. The majority also suffers from high levels of depression, low levels of self-esteem, negative self-feelings and other personality disturbances (Faber et al. 1995, p.297; Lee, Lennon & Rudd 2000, p.466). The lacking control mentioned already, the negative feelings and the dissatisfaction are tried to overcome by consumption as “the act of purchasing [is used] to bolster self-esteem, reduce tension, and enhance interpersonal relations” (Lee, Lennon & Rudd 2000, p.467).

Consumption respectively purchase offers short-term relief from negative feelings and gives



back control (Faber et al. 1995, p.297; Lee, Lennon & Rudd 2000, p.467; Durante & Laran 2016, p.824).

In conclusion, Binge eating and compulsive buying are following the same state of mind and psychological symptoms and the studies by Lee, Lennon and Rudd (2000) and Faber et al. (1995) have shown the comorbidity of compulsive consumption forms.

*Influence of Stress.* “Stress is a physiological and psychological reaction to the demands of an event that challenges a person’s ability to cope” (Durante & Laran 2016, p.815). Kristina M. Durante and Juliano Laran (2016) explored in their study the effect of stress on consumer saving and spending. Stress is perceived by people as a situation in which they have low control over their surroundings. The individual reaction of the sample depends thereby on the nature of stress and whether the person perceives the possibility of restoring control as probable or not.

The studies by Stone and Brownwell (1994, p.425) documented that consumers tend to react to stress by avoiding further action. This results in a decrease of consumption. However, other studies by Burroghs and Rindfleisch (2002, p. 366) and Faber and O’Guinn (1988, p. 100 & 1989, p.155/156 ) demonstrated that stress could lead to more action like impulse buying and spending.

According to Durante and Laran (2016) (“Insert Figure 1 About Here”) under stress consumers are more likely to save than to spend money. If they have to spend money, consumers would rather buy necessities than non-necessities. Restoring control functions thereby as mediator. The consumers’ “spending decision was driven more by what would allow them to have control” (Durante & Laran 2016, p.821). Resulting from that the effects of stress are weakened in situations where the consumers have an intensified perception of

control. Thereby it doesn't matter if the consumer is really in control of the situation or if the consumer just feels like having control caused by manipulation (Durante & Laran 2016, p.821). Another consumption influencing factor is the kind of stressor the consumers are suffering from. Durante and Laran's studies (2016) showed that changing the stressor nature (Current vs. new job stress) "changes people's perception of items they typically might regard as non-necessities" (Durante & Laran 2016, p.824). This leads to increased spending on these non-necessities. Finally, Durante and Laran showed that people tend to save to restore control if they are under stress, but if they perceive their attempts to restore control are likely to fail, the importance and value of saving are decreasing.

In summary, it can be stated that the impact of stress on consumption should not be underestimated. Stress as a feeling of losing control leads people to rather save than spend money. It also can influence the way people evaluate the different items and categorize them as necessities respectively non-necessities.

*Influence of Regret.* Keinan and Kivetz (2008) showed in their study about "hyperopia" (p.676) (Kivetz and Kienan 2006, p.273; Kivetz and Simonson 2002, p.214) that regret and expected regret in the future can have an impact on consumption today ("Insert Figure 2 About Here"). Figure 2 shows their basic framework about long- and short-term regret and how consumers react accordingly. The basis is the statement that acting responsibly by choosing virtue over vice causes increasing regret over time as it is demonstrated by Kivetz and Kienan (2006, p.274). This phenomenon is caused by the increasing feeling of missing out and the decreasing feeling of indulgence guilt. The study by Keinan and Kivetz (2008) focused on the consumer behaviour if the consumer is able to foresee possible short- and long-term regret. Their key findings were that "short-term regret motivates consumers to

choose virtue, thinking about long-term regret impels them to select indulgence” (Kienan & Kivetz 2008, p.686/687). According to Kienan and Kivetz (2008, p.686) long-term regret is not only shown to relax self-control but also to motivate the consumers to spend more money, purchase and consume more luxuries and indulgences. The consumers are prompted to buy “pleasurable rather than practical items” (Kienan & Kivetz 2008, p.687) and to pay more money. These findings are consistent with older findings of Kienan and Kivetz (2006, p.274) demonstrating that the conglomeration of feelings of missing out and the decrease of indulgence guilt drive the effect of time perspective.

So summarizing we can state that regret either sort- or long-term is able to motivate consumers to buy and spend more, resulting in an increased consumption rate.

### ***3.3 Business Sector Findings***

*Binge Watching.* As Mikos (2016) formulated in his article, we are in a “multichannel age” (p.154). In 2015 over 65% of the Germans watched TV series or movies online and the numbers have even grown in the last years (Mikos 2016, p.155). More and more people engage in binge watching (“Insert Figure 3 Around Here”) which could be defined as watching several episodes of one series in one session. Several motivation factors build the basis for this phenomenon. First of all, the possibility of “scheduling freedom and the freedom of movement and equipment” (Mikos 2016, p.156) attracts many customers to use Video-on-Demand (VoD) platforms such as Netflix or Amazon Prime. But just by using VoD platforms, one does not engage automatically in binge watching. So what is the motivation, the reason for binge watching?

Mikos (2016) claims in his article about binge watching and VoD platforms in Germany viewers are getting caught emotionally and cognitively by a narrative that becomes

more and more complex (p.158). People continue watching because they want to know how the story goes on. This is motivated on the one hand by the process of becoming accustomed to it and on the other hand by an increasing identification with the main characters (Mikos 2016, p.158). Schweidel and Moe (2016) add another reason for continuing to watch. The key take-away from their studies was that “viewing begets more viewing” (p.11). Once a person started to watch, it becomes more probable that he or she will continue watching as their studies showed. “The more episodes within a given series a user views, the more likely he or she will continue to view episodes from the same series and will return quickly for a future viewing session” (Schweidel & Moe 2016, p.11). The probability of watching and or continuing watching is also influenced by the day time. It is more likely that people continue watching in the late fringe than in the early morning or daytime (p.11). Additionally people tend to return sooner to the session during the day (Schweidel & Moe 2016, p.11). According to Schweidel and Moe (2016, p.11) the continuing tendencies are as well influenced by the genre of the series and the state in the season. Other influencing factors mentioned by Schweidel and Moe are the depth and breadth of viewing (p.11-12). Contributing to the engagement in binge watching is not only that the watching is for the viewers seen as an escape from reality (Schweidel & Moe 2016, p.3). The concept of the “flow” (Schweidel & Moe 2016, p.3; Mikos 2016, p.159) in which the consumer “is in a state of focused concentration, intrinsic enjoyment, and time distortion” (Schweidel & Moe 2016, p.3) also keeps the users watching.

Furthermore, binge watching obtains a new status in the society. People watch to be able to talk with others about it and to belong to the community (Mikos 2016, p.158). According to Lothar Mikos (2016) binge watching became a “cultural practice” (p.159) that people adapt to their personal life circumstances.

Still, the increased exposure to media can have downsides as well. According to Lee, Lennon and Rudd (2000) media does not cause compulsive consumption directly but motivates consumers to spend beyond their means (p.464). As the social comparison theory states people tend to compare themselves with their environment, thereby the idealized images created by TV to affect the perceptions consumers have of the reality (p.464/465). Comparison with those idealized media images and “media exposure may lead to dissatisfaction with one’s life, a greater tendency to consume to improve one’s life, and, in some case, unwise consumption such as compulsive buying” (Lee, Lennon & Rudd 2000, p.466). Referred to the study by Zhou, Shapiro and Wansink (2017) increased watching of motion pictures can even influence the eating behaviour heavily. The audience keeps eating if a movie character they can identify with keeps eating (Zhou, Shapiro & Wansink 2017, p.411). According to Zhou, Shapiro and Wansink (2017, p.407) watching TV can increase food consumption, encourage adiposity or other eating disorders. So if people watch more and more movies and series, the identification with the main characters not only leads the people to engage in binge watching to be up to date with the story line but probably also to increased food consumption.

Especially important for the marketing sector is the study by Schweidel and Moe (2016) which focused on the responsiveness of binge watchers to advertisement. Binge watching offers companies and marketers a whole range of new advertisement possibilities. Advertisement is seen by the viewers as interruption of the experience and the flow state as well as reminder of the reality they want to escape from (Schweidel & Moe 2016, p.3). Resulting from that the sessions’ duration is shortened and users are more likely to exit the site or end the session. The studies by Schweidel and Moe (2016, p.11) have shown day time and state of series can also influence the responsiveness to advertisement. Viewers are less responsive in the morning and during the season’s finale. The peak of the advertisement

responsiveness function lies according to Schweidel and Moe at the point when customers have viewed “three episodes of a single series and two different series in a viewing session” (p.12) previously. The studies proved that viewers are more responsive to advertisements in beginning of their sessions. When they are already engaged in the “flow”, advertisement responsiveness drops (p.16).

In conclusion, the studies have shown that “viewing begets more viewing” (Schweidel & Moe 2016) and that binge watchers are “less likely to respond to advertisement than non-bingers” (Schweidel & Moe 2016, p.15) (“Insert Table 2 About Here”). Furthermore, both are more responsive to advertisement early in their sessions compared to later. Binge watching offers not only the possibility to escape reality or to participate in social interaction, it can also have negative effects on compulsive buying tendencies and eating behaviours.

*Effects of Social Network Sites on Consumption.* Social media is not only named as important influencer of consumption by the sample of the study by Mann and Blotnick (2016, p.490). The influences of social media on consumption are also the focus of the study by Sampasa-Kanyinga and Chaput (2016). They placed their interest on the influences of social networking sites (SNSs) on alcohol consumption of adolescents.

The importance of advertisement in case of alcohol initiation and the attitude towards alcohol was indicated by recent literature (Anderson et al. 2009, Grenard et al. 2013). As the usage rate of social media is constantly increasing, this offers a whole new range of advertisement opportunities.

The detailed results of the study by Sampasa-Kanyinga and Chaput (2016), as shown in Table 3 (“Insert Table 3 About Here”), indicate the following: the sample that reported daily use of SNSs (Social Networking Sites) is more likely than the persons who use SNSs

infrequently or not at all to participate in occasional and regular alcohol use in the last 12 months among the females and to report regular but not occasional use of alcohol among the males. The table also shows that the increased usage of SNS is associated with binge drinking in the last four weeks independent from the gender of the sample. Another key fact driven from this study is that females are more influenceable by and their drinking behaviour depends more on the use of social media, as the table indicates “a large effect size for the association between daily use of SNSs for more than 2 hours and binge drinking among females, while a small effect size was observed for this association among males” (Sampasa-Kanyinga & Chaput 2016, p.91).

Concluding, the study by Sampasa-Kanyinga and Chaput (2016) has shown that adolescents who are using social media daily are more likely to drink alcohol and to participate in binge drinking than those who do not. Additionally, females are more likely than males to be responsive to SNS and alcohol advertisement which results in a higher engagement rate in binge drinking and a higher alcohol consumption rate. In view of the fact of binge watching and an overall increasing usage rate of media in all its forms this is able to have an enormous influence of consumption.

*Promotions.* Not only is consumption influenced by promotion as it has been subject to many studies, an increased consumption (especially of media content) like it occurs in the binge effect offers also the possibility for more promotion and more advertisement.

Most important for the relationship between consumption and promotion is the consumer's inventory level which has been part of the subject of the studies by Assunção and Meyer (1993), Ailawadi and Neslin (1998) and Sun (2005).

Assunção and Meyer (1993) were one of the first studying the connection between inventory level and consumption rate. Inventories have an impact on consumption as far as they lower the long-term expected purchase price of a good (p.522). Therefore inventories encourage higher rates of immediate consumption (p.522). An increase in inventory results according to their study in an increase in consumption (p.522). This phenomenon is explained by the consumer's possibility to ride out periods with high prices and furthermore by "allowing the households to consume in a manner consistent with the expected lowest price over the next few periods in which the consumer will not be forced to buy" (p.522). Assunção and Meyer (1993, p.529) proved that consumption rationally increases in the size of consumer's inventory. Especially for managers this finding is important as the seller's promotional strategy should encourage larger inventories in order to increase long-run consumption. This is induced by the finding that "price promotions not only increase short-term sales response to price, but long-term consumption as well" (p.531).

According to Ailawadi and Neslin (1998) promotion increases the household's inventory levels which in turn increase the consumption rates due to an increased category usage rate and fewer stock outs (p.390). Their studies showed that consumption increases are depending on the brand itself and its size and the competitive environment (p.396). Additionally they proved that the "consumption effect of promotion is significant for products where usage rate is highly responsive to inventory" (p.396).

Sun (2005) builds upon the findings of Ailawadi and Neslin (1998): the consumption function (consumption increases with inventory (Sun 2005, p.439)). He also claims consumption to be non-constant for versatile and substitutable products, depending on the inventory level as variable (p.441). Furthermore, Sun (2005, p.441) adds to the model of Ailawadi and Neslin (1998) promotion as consumption increasing variable. Due to his findings the consumption function increases with increasing inventory holding costs and



decreases with promotion uncertainty (Sun 2005, p.441). Resulting from Sun's studies (2005) is that promotion causes purchase acceleration, stimulates consumption and causes brand switching (p.441). The impact of promotion is stronger on consumption of stronger brands (p.440).

However, consumption does not only depend on inventory levels, stock pressure or usage rates. Promotion also works on the psychological level for example with putting the consumer under time pressure by offering discounts or products only for a limited time (Grewal et al. 2011, S44). Time pressure was also defined as "trigger that facilitates the impulse to buy" by Lee, Lennon and Rudd (2000, p.482). Depending on the self-control ability of the individual customer the impulse to buy respectively to consume is implemented to a greater degree or not. The loyalty programs also mentioned by Grewal et al. (2011, S46) address another psychological leverage point especially for people with compulsive buying tendencies. Buying is there use as "enhancement of positive social relationships" (Lee, Lennon & Rudd 2000, p.471; O'Guinn & Faber 1989, p.154), the loyalty programs also reward the customers for a kind of relationship. This gratification can reinforce the compulsive buying tendencies even more.

Another consumption influencing factor triggered by promotions, especially price promotions, is the enjoyment of consumption. If the consumer enjoys the act of consuming, he or she will consume more, longer or more often. According to Lee and Tsai (2014, p.954) the enjoyment of consumption is significantly influenced by the time of consumption in relation to the purchase time. If the consumption takes place immediately after purchase, price discounts enhance the consumer's enjoyment whereas consumption taking place after purchasing with time delay can lead price discounts reduce the consumption enjoyment.

In conclusion, most important for the consumption rate are the inventory levels of the households. The studies showed that the higher the inventory level the higher will be the consumption rate, especially for products with flexible usage rates. Promotions influence consumption to the effect that they are able to increase the inventory level which leads due to the dependence between consumption and inventory to an increased consumption as well. But also important are time of consumption and the pressure limitations can put on the customers.

## **4. Conclusion**

### ***4.1 Critical Evaluation***

The reviewed literature displays great time differences. The publishing dates for the business and marketing articles about binge watching and the influences of SNSs are all up to date. The majority is from the year 2016 or even 2017. Whereas the studies focusing on the psychological and medical basis and the majority of promotion studies are about more than ten years older, some are already from the 1990s. Due to the rapid spread of the internet and other technological changes this fact has to be considered critically.

Additionally, all the studies reviewed in this paper were made in developed, western countries. Despite the ongoing globalization and the emergence of countries like China and India as well as Saudi Arabia for example, emerging countries and developing countries that have a large share of the global population are not considered in the studies.

Moreover, most of the articles reviewed in this paper are built on studies and experiments. It is critical to keep in mind that studies are mostly taken in synthetically created environments under special conditions to test one single criterion. Many other decision and process influencing factors cannot be displayed or included.

#### ***4.2 Managerial Implications***

To say it with the words of Lee and Tsai (2014): “promotion could be a double-edged sword” (p.955). Marketers need to consider that promotion can have negative effects on the enjoyment of consumption, if purchase and consumption are not taking place immediately (Lee & Tsai 2014, p.954). As the focus group of this paper are people with increased consumption or consumption disorders, binge watchers’ lower responsiveness to advertisement needs to be taken into account, because this can influence the value of VoD-platforms and advertisers willingness to pay for promotional time and clips (Schweidel & Moe 2016, p.17). Advantage can be taken of the right application of emotions and emotional factors. Stress leads consumers to concentrate their spending primarily on necessities and to reevaluate the products (Durante & Laran 2016, p.824). Marketers should think about repositioning their products according to the different situations when consumers evaluate these products as necessities (Durante & Laran 2016, p.824). Additionally the identification viewers experience with movie characters that influences their consumption behaviour could be used to produce more effective commercials (Zhou, Shapiro & Wansink 2017). Moreover, marketers should think about growing the whole product category and category need instead of solely increasing market share in order to raise consumption and by application sales and profit (Ailawadi & Neslin 1998, p.397). Platform for this effort needs to be the whole multi-media world, especially SNSs and VoD-platform, but also traditional TV channels and

cinema. It is important, to understand the reasons and influencing factors of binge behaviour in order to use this knowledge in a consumption and profit maximizing manner.

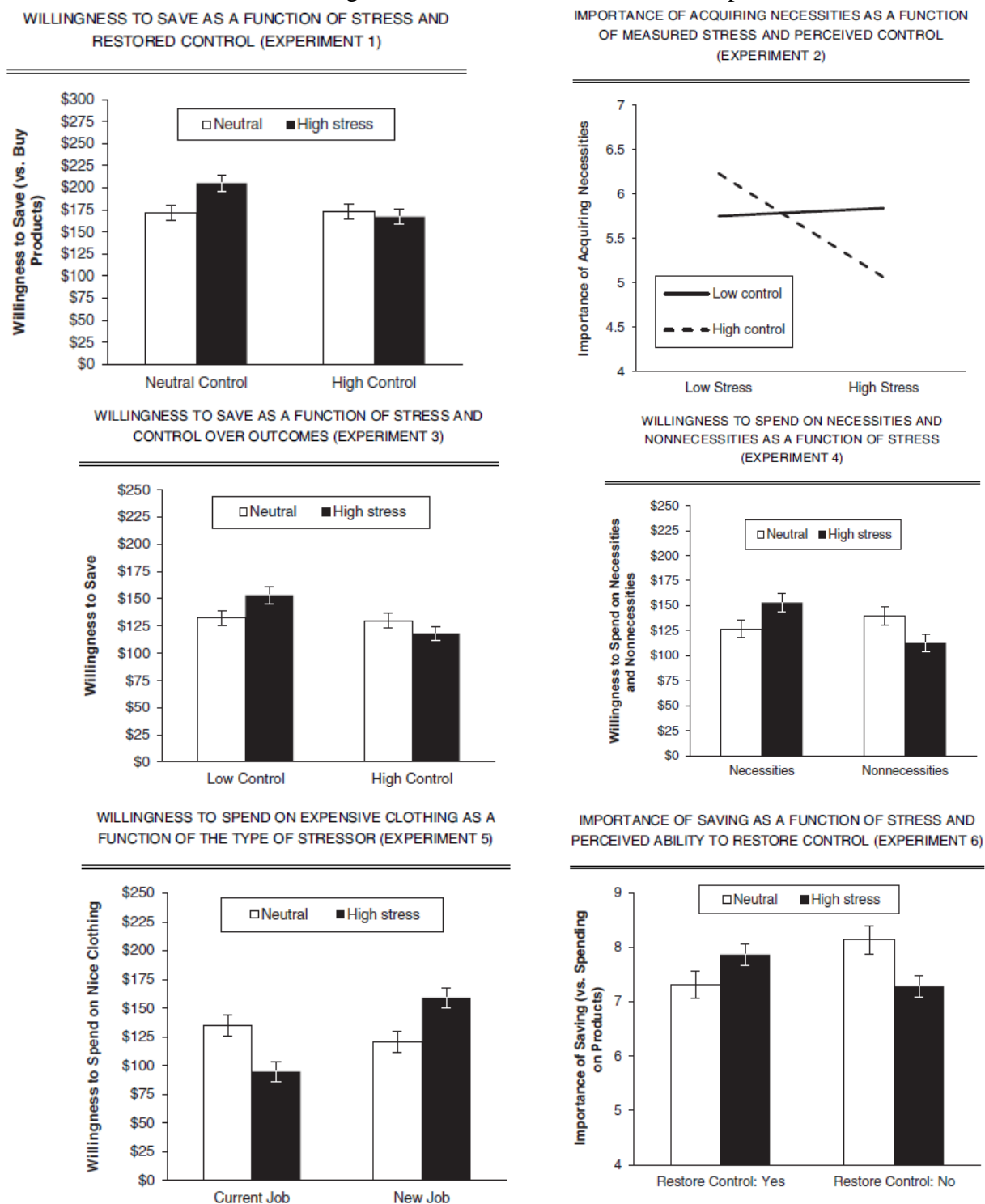
### ***4.3 Future Research***

The majority of current research is originated from the health sector and the psychological research sector. In these two research fields the binge effect is always afflicted with a negative image as the studies all focus on consumption disorders. There is definitely a need for studies that explore ways to deal with or heal compulsive consumption disorders. Additional research would be interesting in the field of how the identification with media characters and social media can be used to improve one's current state or to promote a healthier lifestyle and to motivate people to consume more healthy groceries. Another question coming up is if the newly developed health craze and the obsession with slenderness are also stemming from the same basis as binge watching or compulsive consumption. Research about the influence of social media and media in general on this behaviour could deliver new insights in how to avoid anorexia but also how to motivate the broader public to do sports and eat healthier. In addition, more detailed information about measures for advertisement effectiveness and the effectiveness of promotion design elements would be helpful in order to improve advertisement in order to be for example able to overcome the responsiveness problems of binge watchers. The last question interesting for future research with regard of the ongoing globalization and the spread of the Internet is how compulsive consumption manifests all around the world and especially compulsive consumption and compulsive buying on the Internet.

## Appendix

**Figure 1:**

the effect of self-control regret on consumer behaviour: a conceptual framework

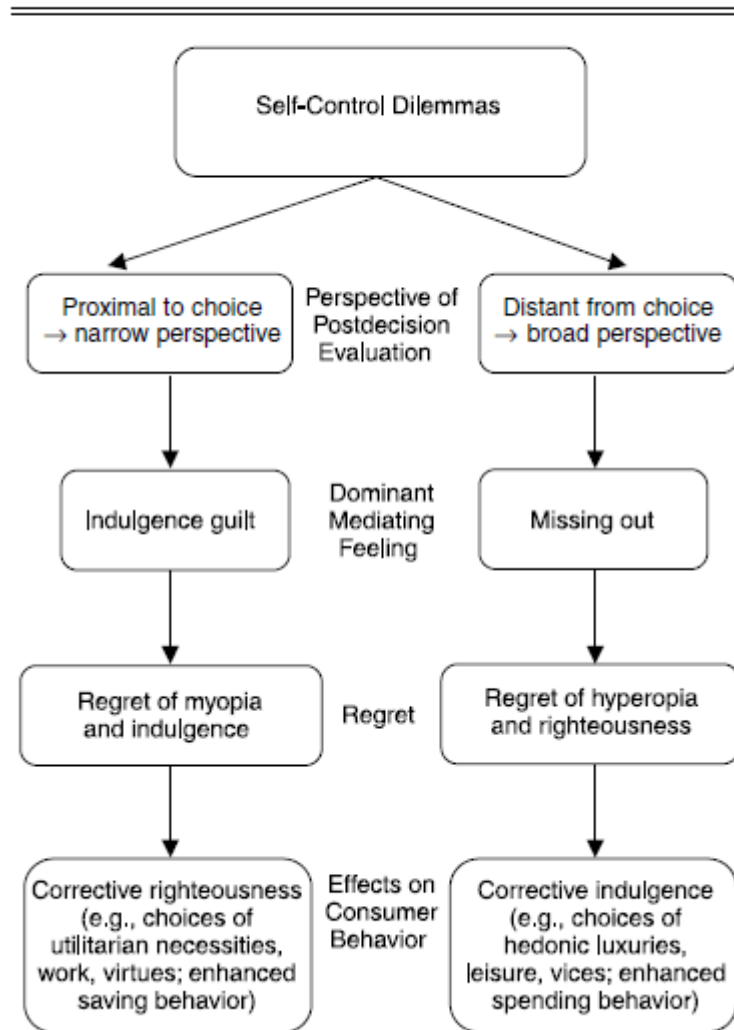


**Source:** Durante, Kristina M. and Laran, Juliano (2016), “The Effect of Stress on Consumer Saving and Spending”, *Journal of Marketing Research*, Vol. 53, October 2016, p.818-824.

**Figure 2:**

The effects of stress on consumer spending and saving

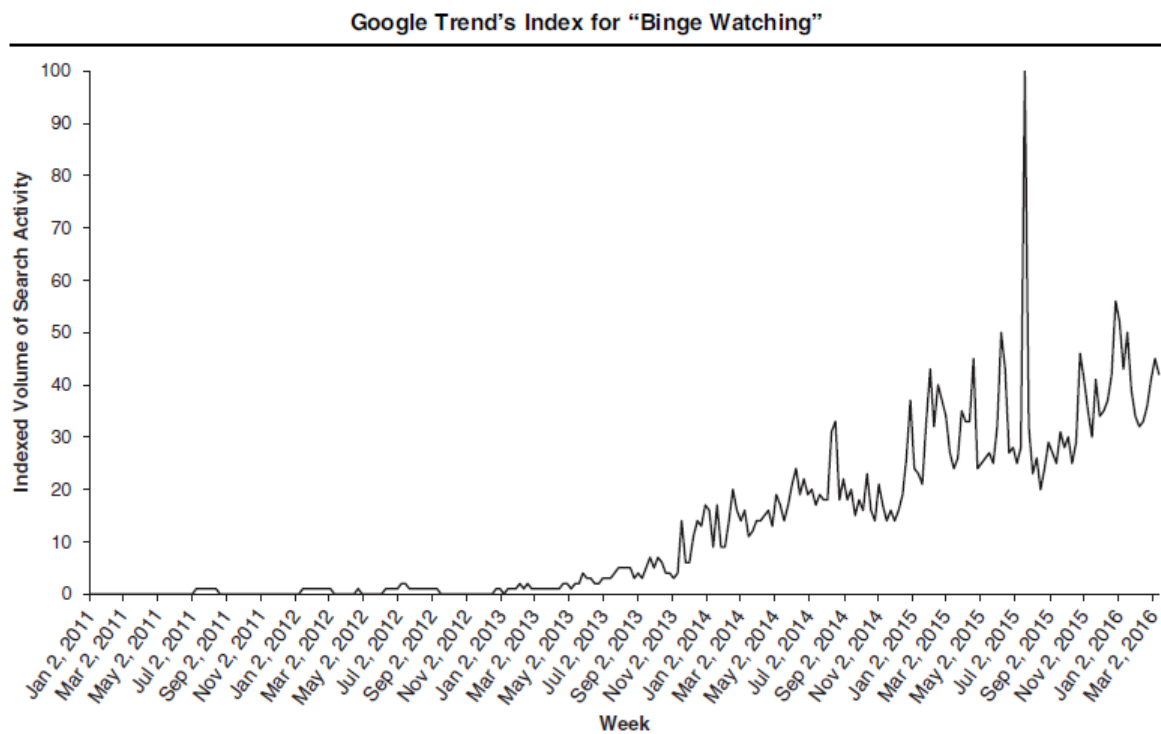
THE EFFECTS OF SELF-CONTROL REGRET ON CONSUMER  
BEHAVIOR: A CONCEPTUAL FRAMEWORK



**Source:** Keinan, Anat and Kivetz, Ran (2008), “Remedying Hyperopia: The Effects of Self-Control Regret on Consumer Behavior”, *Journal of Marketing Research*, Vol. 45, December 2008, p.677

**Figure 3**

Google Trend's Index for "Binge Watching"



**Source:** Schweidel, David A. and Moe, Wendy W. (2016), "Binge Watching and Advertising", *Journal of Marketing*, Vol. 80, September 2016, p.2

**Table 1:**

## Information Source Influencer Scales

Information Source	% Used this Source (N=180) (95% CI)	Factor 1 Professional Advice	Factor 2 Media – Social
Health professional	47.6 (40-55)	.78	
Books	44.7 (37-52)	.77	
Personal trainer	20.2 (14-26)	.67	
Family	65 (58-72)		.72
Friends	52.3 (45-60)		.70
Internet	71.3 (65-78)		.58
Magazines	50.7 (43-58)		.57
Eigenvalue		2.06	1.44
Variance explained		29.3%	20.6%

**Source:** Mann, Lindsay and Karen Blotnicky (2016), “University Student’s Eating Behaviors: An Exploration of Influencers”, *College Student Journal*, Vol. 50, No.4, p.493



**Table 2**

Comparison of Advertising Responsiveness between Bingers and Non-bingers

	<b>Bingers</b>	<b>Nonbingers</b>
Fraction of users (n = 9,873)	16.91%	83.09%
Fraction of episodes (n = 355,766)	44.28%	55.72%
Ad response, overall	.78%	.89%
Ad response, early videos in session (first and second videos)	.83%	1.00%
Ad response, later videos in session (third and higher videos)	.74%	.79%

**Source:** Schweidel, David A. and Wendy W. Moe (2016), “Binge Watching and Advertising”, *Journal of Marketing*, Vol. 80, September 2016, p.16

**Table 3:**

Alcohol Consumption and binge drinking by demographic characteristics and use of social networking sites

	Alcohol use in the past 12 months			Binge drinking		Overall percent of sample n (%) <sup>a</sup>
	Regular n (%) <sup>a</sup>	Occasional n (%) <sup>a</sup>	None n (%) <sup>a</sup>	Yes n (%) <sup>a</sup>	No n (%) <sup>a</sup>	
Total (%)	1286 (17.4)	2871 (32.3)	5915 (50.3)	1478 (19.8)	8594 (80.2)	10,072 (100)
Sex† (%)						
Males	2693 (18.1)	1246 (32.0)	600 (49.9)	687 (21.2)	3852 (78.8)	4539 (51.6)
Females	3222 (16.6)	1625 (32.7)	686 (50.7)	791 (18.3)	4742 (81.7)	5533 (48.4)
Grade† (%)						
7	— <sup>b</sup>	218 (9.5)	1772 (89.8)***	— <sup>b</sup>	1980 (98.7)***	2013 (11.8)
8	54 (2.9)	360 (20.9)	1540 (76.1)	54 (3.0)	1900 (97.0)	1954 (12.4)
9	115 (6.8)	459 (30.2)	944 (63.0)	144 (8.4)	1374 (91.6)	1518 (16.4)
10	238 (16.3)	592 (37.3)	699 (46.4)	271 (18.1)	1258 (81.9)	1529 (17.1)
11	374 (25.4)	622 (42.5)	569 (32.2)	427 (29.3)	1138 (70.7)	1565 (18.0)
12	482 (34.8)	620 (39.7)	391 (25.5)	549 (39.2)	944 (60.8)	1493 (24.2)
Ethnicity† (%)						
White	967 (22.3)	1888 (36.3)	3067 (41.4)***	1099 (25.2)	4823 (74.8)***	5922 (59.4)
Black	60 (12.9)	169 (32.0)	358 (55.1)	64 (14.7)	523 (85.3)	587 (6.3)
East/SE Asian	57 (8.4)	261 (28.5)	651 (63.1)	69 (9.7)	900 (90.3)	969 (10.0)
South Asian	55 (6.3)	151 (14.5)	904 (79.2)	60 (5.5)	1050 (94.5)	1110 (10.7)
Other	147 (13.0)	402 (31.8)	935 (55.1)	186 (17.1)	1298 (82.9)	1484 (13.7)
Subjective SES† (%)						
Low	359 (17.1)	860 (34.0)	1590 (48.8)	408 (19.2)	2401 (80.8)	2809 (29.9)
High	927 (17.5)	2011 (31.6)	4325 (51.0)	1070 (20.1)	6193 (79.9)	7263 (70.1)
Use of social networking sites† (%)						
Infrequent or no use	65 (4.4)	382 (23.1)	1733 (72.5)***	96 (5.7)	2084 (94.3)***	2180 (18.8)
2 hours or less/day	706 (18.8)	1562 (33.2)	2990 (48.1)	826 (21.6)	4432 (78.4)	5258 (53.7)
More than 2 hours/day	515 (23.5)	927 (37.0)	1192 (39.6)	556 (25.9)	2078 (74.1)	2634 (27.5)
Age†						
Mean (year) ± SD	16.5 ± 1.4	15.8 ± 1.7	14.4 ± 1.7***	16.5 ± 1.4	14.9 ± 1.8***	15.2 ± 1.9
Parental education†						
Mean (year) ± SD	14.2 ± 2.2	14.0 ± 2.5	13.6 ± 3.1***	14.1 ± 2.2	13.8 ± 2.9**	13.8 ± 2.8

Categories of alcohol use were compared by chi-squared test for categorical data (†) and by an adjusted Wald test for continuous data (†).  
SES: socio-economic status.  
\*\*\*P < 0.001, \*\*P < 0.01, \*P < 0.05.  
<sup>a</sup> Data are shown as n (column or row % – depending on total sample or split) and mean ± standard deviation.  
<sup>b</sup> Percentage suppressed because of a high coefficient of variation of students in this category of alcohol use.

**Source:** Sampasa-Kanyinga, Hugues and Jean-Philippe Cahput (2016), “Use of Social Networking Sites and Alcohol Consumption among Adolescents”, *Public Health*, Vol. 139, p.91

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## Literature Tables

Author/s, (Year), [Journal]	Research Focus	Theoretical Background	Method/Analysis	Main Findings
<b>Ailawadi, Kusum L. and Neslin, Scott A. (1998), [Journal of Marketing Research]</b>	Existence of flexible consumption rates in packaged goods products, effectiveness of sales promotions	Promotion effects	3 different functions: category consumption varies with level of household inventory, 2 functions: relate consumption rates to household inventory, Monte Carlo simulation: long-term impact of promotion into brand switching & consumption effects	Consumption effect of promotion is significant for products where usage rate is highly responsive to inventory levels
<b>Faber, Ronald J.; Christenson, Gary A.; De Zwaan, Martina and Mitchell, James, (1995), [Journal of Consumer Research]</b>	Comorbidity of compulsive buying and binge eating	Compulsive consumption disorders	Study 1: comparison of binge and non-binge eaters' likelihood to suffer from compulsive buying Study 2: bringing together compulsive buyers and binge eaters to show compulsive buyers are more likely to have BED	Comorbidity exists, Study 1: people diagnosed with BED (Binge Eating Disorder) scored higher on the CBS (Compulsive Buying Scale) , Study 2: people diagnosed with compulsive buying more likely to eating disorders
<b>Lee, Seung-Hee; Lennon, Sharron J. and Rudd, Nancy A., (2000), [Family and Consumer Research Sciences Research Journal]</b>	Comorbidity of compulsive buying and binge eating	Compulsive consumption disorders	Self-administered questionnaire for 1000 women with 2 reminder emails one and two weeks later	Co-occurrence of consumption disorders
<b>American Psychiatric Association, (1994)</b>	Overview and classification of mental health disorders	Mental health disorders	Five-axis model: 1) psychosocial & environmental problems 2) personality disorders/mental	a standardized classification system for diagnosis of mental health disorders



			retardation 3) global assessment of functioning 4) general medical conditions 5) clinical disorders/other conditions that may be a focus of clinical attention	
<b>Durante, Kristina M. and Laran, Juliano, (2016), [Journal of Marketing Research]</b>	Influence of stress on purchase and consumption behaviour	Consumption influencing factors, spending and saving behaviour	Experiment 1: 187 undergraduate students put under different kinds of stress write texts Experiment 2: 70 participants from MTurk , questionnaire and stress simulation Experiment 3: 210 undergraduate participants, stress manipulation, questionnaire Experiment 4: 223 undergraduate participants, stress manipulation, “Shopping Decision” Experiment 5: stress manipulation, summaries and questionnaires, shopping decision Experiment 6: 174 participants, stress manipulation, writing task, memory task, shopping decision	Prefer to save rather spend money (experiment 1 & 3), spend on necessities rather than non-necessities (experiment 2 & 4), this is mediated by willingness to restore control (experiment 4), nature of stressor changes people’s evaluation of items as necessities or not (experiment 5), decrease in importance to save if people believe they are going to fail to restore control (experiment 6)
<b>Yanovski, Susan Z. (1993), [Obesity Research]</b>	Clinical definition, reasons and symptoms of binge eating	Binge eating disorder	Literature review on current state of research for binge eating disorders	Criteria for Diagnosis of BED, Epidemiology, Etiology, Pathophysiology and Psychopathology of BED, Treatment
<b>De Zwaan, Martina and Mitchell, James E. (1992), [Annals of Medicine]</b>	Binge eating in the obese	Binge eating disorder, obesity	Literature review of current research about binge eating and obesity	Binge eating is a subgroup of the obese

<b>Antony, Martin M.; Johnson, William G.; Carr-Nangle, Rebecca E. and Abel, Jennifer L. (1994), [Comprehensive Psychology]</b>	Psychopathology associated with BED (binge eating disorder)	Binge eating disorder	Study with 72 women who met criteria for BED, reported frequent bingeing but did not meet BED criteria and denied eating problems	People fulfilling BED criteria have higher levels of psychopathology are more unsatisfied with their bodies, BED is associated with elevated psychopathology
<b>Harrison, Kristen and Cantor, James (1997), [Journal of Communication]</b>	Relationship between media consumption and eating disorders	Eating behaviour disorders, media consumption, consumption influencers	Studies with college women's media use and disordered-eating symptomatology and a set of related variables, including body dissatisfaction and drive for thinness and men's media use and their endorsement of thinness for themselves and for women	Exposure to media promoting thinness seems to be associated with an increase in eating disorder symptoms
<b>Silverstein, Brett; Perdue, Lauren; Peterson, Barbara and Kelly, Eileen (1986), [Sex Roles]</b>	Promotion of Thinness of women by mass media	Promotion in media, promotion of body standards, eating disorders	Study 1: weights of male vs female television characters Study 2: weight messages in women's and men's magazines Study 3: changes in the standards of bodily attractiveness for women over time Study 4: curvaceousness of popular actresses	Mass media plays a role in promotion of thin body standard and attractiveness, Study 1 & 2: standard of bodily attractiveness slimmer and more diet-oriented Study 3 & 4: attractiveness presented in magazines and movies less curvaceous than in the past
<b>Bulik, Cynthia M.; Sullivan, Patrick F.; Carter, Frances A. and Joyce, Peter R. (1997), [International Journal of Eating Disorders]</b>	Differences and connections between bingeing and dieting	Eating behaviour disorders	108 women, randomized clinical trial of cognitive-behavioural therapy for bulimia nervosa using structured diagnostic methodology, retrospective recall to categorize individuals as initial dieters or initial binge eaters	17% reported binge eating prior to any dieting behaviour, for a minority of women with bulimia nervosa, binge eating precedes dieting

<b>Schweidel, David A. and Moe, Wendy W. (2016), [Journal of Marketing]</b>	Binge watchers' responsiveness to advertisement	Binge watching, consumption disorder, advertisement effectiveness	Model with 3 choices: decision to continue session by watching another episode, to watch another episode of the same program or to conclude current session and measure time till return, modelling any response to advertisement	Binge watchers are less responsive to any kind of advertisement during their sessions
<b>Sampasa-Kanyinga, Hugues and Cahput, Jean-Philippe, (2016), [Public Health]</b>	Association between alcohol consumption and the use of SNSs (social network sites)	Binge drinking, media usage	School-based cross-sectional study, 10072 participants within the 2013 cycle of the Ontario Student Drug Use and Health Survey, self-reported data on alcohol consumption, time spend on SNSs and socio-demographic characteristics	The more the participants spend time on SNSs, the higher is their alcohol consumption especially for females
<b>Zhou, Shuo; Shapiro, Michael A. and Wansink, Brian, (2017), [Appetite]</b>	Audience's eating behaviour in relation to movie character's eating behaviour	Vicarious goal contagion, eating behaviour, media influence	147 undergraduate students, first watch movie trailer to identify with a character, than watch several eating scenes, questionnaire and snack as a compensation	When viewers identify with character they eat more when the character keeps eating, if character has finished meal, viewers want to eat less or dessert
<b>O'Guinn, Thomas C. and Faber, Ronald J. (1989), [Journal of Consumer Research]</b>	Compulsive buying, criteria and characteristics	Compulsive consumption disorder	Literature review, study: mail survey to compare responses of compulsive buyers with other shoppers, additional 5 in-depth qualitative interviews with individual compulsive buyers	Compulsive buying closely resemble other compulsive consumption behaviours, compulsive buyers have lower self-esteem, higher scores of compulsivity, higher propensity for fantasy than normal people
<b>Stone, Arthur A. and Brownell, Kelly D. (1994), [Psychology &amp; Health]</b>	Influence of stress on the eating behaviour	Eating behaviour influencers, influence of stress	Study: 158 persons made records of eating and stress for 84 days, within-subjects and between-subjects analyses	When stress increases likelihood of eating less also increases, women's eating behaviour reacts more to stress than men's

<b>Burroughs, James E. and Rindfleisch, Aric (2002), [Journal of Consumer Research]</b>	Possible conflict between individual orientation of material values with collective-oriented values	Materialism, influence on materialism on a psychological level	Survey sample of 373 adults from across the US & experimental study of 120 college students	individual orientation of material values conflicts with collective-oriented values, such as family values and religious values, this creates psychological tensions which reduces the sense of well-being
<b>Keinan, Anat and Kivetz, Ran, (2008), [Journal of Marketing Research]</b>	Consumer behaviour influenced by self-control regret	Influence of emotions on consumer behaviour	<p>Study 1: participants judge regrets of others regarding a past decision &amp; make same choice for themselves</p> <p>Study 2: asking participants to anticipate their own future regret about a real impending choice</p> <p>Study 3: consequences of self-control regret for real choices that are more or less seemingly unrelated to the past decision being regretted</p> <p>Study 4: how time perspective and anticipated regret influence buying behaviour</p> <p>Study 5: how anticipatory regret can affect purchase decisions that occur after a delay of several days</p>	Short-term regret leads people to choose virtue, long-term regret lets people to select indulgence
<b>Kivetz, Ran and Kienan, Anat (2006), [Journal of Consumer Research]</b>	Consumer behaviour influenced by self-control regret	Influence of emotions on consumer behaviour	<p>Study 1: 31 travellers &amp; 32 park visitors, regrets of work vs pleasure</p> <p>Study 2: 69 university students, winter break regrets</p> <p>Study 3: 132 university students, priming affective vs cognitive processing of self-control regrets</p>	The greater the temporal separation between decisions and their evaluations increase regret of righteousness and decrease regret of indulgence, chose in the long run virtue over vice

<b>Kivetz, Ran and Simonson, Itamar (2002), [Journal of Consumer Research]</b>	Consumer behaviour influenced by self-control regret	Influence of emotions on consumer behaviour	Series of studies, 5700 travellers waiting for their flights, in each study make choices/provide ratings related to a sweepstakes, a lottery or another reward scenario Study 1: choosing between indulgence and cash for equal or greater value Study 2: precommitment to hedonic luxuries vs necessities Study 3: effect of time horizon on preferences for indulgence Study 4: effect of winning odds on preference for indulgence Study 5: effects of anticipating uses of cash and luxury prizes	substantial segment of consumers choose hedonic luxury rewards over cash of equal or greater value; consumers typically explain such choices based on the need to precommit to indulgence, to make sure that the award does not end up in the pool of money used for necessities
<b>Mikos, Lothar, (2016), [Media and Communication]</b>	Binge watching and VoD (Video on Demand)	Binge watching	Literature Review, Commentary	Binge watching as social factor, cultural practice, possibility to individualize consumption patterns, escape from reality and having good feelings
<b>Mann, Lindsay and Blotnick, Karen, (2016), [College Student Journal]</b>	Influencers of eating behaviour	Consumption influencers	Online questionnaire for students of 2 universities, 6 hypotheses model	Influencers ranked by importance: 1) internet, 2) family, 3) friends, 4) magazines, 5) health professionals, 6) books, 7) personal trainer
<b>Anderson, Peter; de Bruijn, Avalon; Angus, Kathryn; Gordon, Ross and Hastings, Gerard (2009), [Alcohol and alcoholism]</b>	the impact of alcohol advertising and media exposure on future adolescent alcohol use	Impact of advertisement and media on consumption	longitudinal studies that assessed individuals' exposure to commercial communications and media and alcohol drinking behaviour at baseline, and assessed alcohol drinking behaviour at follow-up. Participants were adolescents aged 18 years or	exposure to media and commercial communications on alcohol is associated with the likelihood that adolescents will start to drink alcohol, alcohol advertising and promotion increases

			younger or below the legal drinking age of the country of origin of the study, whichever was the higher	the likelihood that adolescents will start to use alcohol
<b>Grenard, Jerry L.; Dent, Clyde W. and Stacy, Alan W. (2013), [Pediatrics]</b>	Alcohol advertisement and alcohol consumption	Influence of advertisement on consumption	3890 students were surveyed once per year across 4 years from the 7 <sup>th</sup> through the 10 <sup>th</sup> grades; several measures of exposure to alcohol advertising, alcohol use, problems related to alcohol use, and a range of covariates	exposure to alcohol ads and/or liking of those ads in seventh grade were predictive of the latent growth factors for alcohol use, significant total effect for boys and a significant mediated effect for girls of exposure to alcohol ads and liking of those ads in 7 <sup>th</sup> grade through latent growth factors for alcohol use on alcohol-related problems in 10 <sup>th</sup> grade
<b>Assunção, João L. and Meyer, Robert J., (1993), [Management Science]</b>	Price promotions effect on sales and consumption	Consumption influencers, promotion effect	Model optimal ordering policy as a function of observed price of good, distribution of future prices and nature of his/her inventory, Use this model to explore how changes in long-run frequency and temporal correlations of price promotions should normatively affect contemporaneous relationship between purchase, consumption and price	Consumption increases with size of inventory, rate at which inventories are consumed should be highest for goods with highest holding costs and which are associated with lowest temporal discount factors
<b>Sun, Baohong, (2005), [Marketing Science]</b>	Promotion effect on endogenous consumption	Promotion effect, consumption influencers	Dynamic structural model with endogenous consumption under promotion uncertainty applied to packaged tuna and yogurt, consumption as endogenous decision variable	Endogenous consumption responds to promotion as a result of forward-looking and stockpiling behaviour

<b>Grewal, Dhruv; Ailawadi, Kusum L.; Gauri, Dinesh; Hall, Kevin; Kopalle, Praveen and Robertson, Jane R. (2011), Journal of Retailing, Vol. 87S, January 2011, 43-52.</b>	Innovations in retail pricing and promotion	Pricing and Promotion models	Review of new pricing and promotion strategies in three research areas 1) target group 2) what price & promotion model to use 3) effective promotion design	1) loyalty data based and online history based promotions 2) dynamic pricing, new promotion methods 3) online/offline promotion design elements
<b>Lee, Leonard and Tsai, Claire I., (2013), [Journal of Consumer Research]</b>	Price promotions' influence on the postpurchase consumption experience	Price promotions, consumption influencers	4 experiments: 1) test if effects of price promotions on consumption experience differ with delay 2) same as 1) with different sensory stimulus and shortening postpurchase consumption delay 3) effects of consumption delay and price discounts for a different product category	time delay between payment and consumption plays an important role, when consumption occurs immediately after payment, discounts make consumption more enjoyable, effect reverses when consumption delayed