
HIM 1990-2015

2013

The Effect of Lovestyle on Consumer Behavior: Attracting a Partner and Forming a Relationship

Fonda Yeh
University of Central Florida

 Part of the [Feminist, Gender, and Sexuality Studies Commons](#)

Find similar works at: <https://stars.library.ucf.edu/honorstheses1990-2015>

University of Central Florida Libraries <http://library.ucf.edu>

This Open Access is brought to you for free and open access by STARS. It has been accepted for inclusion in HIM 1990-2015 by an authorized administrator of STARS. For more information, please contact STARS@ucf.edu.

Recommended Citation

Yeh, Fonda, "The Effect of Lovestyle on Consumer Behavior: Attracting a Partner and Forming a Relationship" (2013). *HIM 1990-2015*. 1547.

<https://stars.library.ucf.edu/honorstheses1990-2015/1547>

THE EFFECT OF LOVESTYLE ON CONSUMER BEHAVIOR:
ATTRACTING A PARTNER AND FORMING A RELATIONSHIP

by

FONDA R. YEH

A thesis submitted in partial fulfillment of the requirements
for the Honors in the Major Program in Interdisciplinary Studies
in the Office of Undergraduate Studies
and in the Burnett Honors College
at the University of Central Florida
Orlando, Florida

Fall Term 2013

Thesis Chair: Carolyn Massiah, Ph.D.

ABSTRACT

Erotic stimuli in the consumer's environment can lead to affective responses, which produce traits such as erotophobia-erotophilia and lovestyle. Individuals can be classified as one of six main lovestyles, as well as erotophilic (having a positive view towards sexual behaviors) or erotophobic (having a negative view towards sexual behaviors). A person's style of loving may affect which products he or she perceives to be helpful in attracting potential sexual and relationship partners. I investigated this possible correlation by examining (1) whether each lovestyle is erotophilic or erotophobic and (2) which products erotophilic individuals are more likely to buy as opposed to those that erotophobic individuals are more likely to buy in (a) attracting sexual partners and (b) attracting relationship partners. The study indicated that lovestyle did not predict erotophobia-erotophilia, nor did the erotophobia-erotophilia trait predict which products an individual bought. However, a significant relationship was found between gender and erotophobia-erotophilia, as well as between gender and many of the products. Overall, the findings suggest that gender is the biggest predictor of what products were perceived as helpful in attracting sexual and relationship partners.

Keywords: lovestyle, erotophilia, erotophobia, mating, gender, consumer behavior

DEDICATION

To my parents,
for pulling me up when I was
at my weakest and inspiring me
to reach for the stars

ACKNOWLEDGMENTS

I would like to thank Dr. Carolyn Massiah for her invaluable guidance, patience and support throughout the development of this research paper. I also want to take the opportunity to thank Dr. Xin He and Dr. Huifang Mao for their encouragement and advice concerning the field of consumer behavior, as well as Dr. Matthew Chin for his input on this study.

TABLE OF CONTENTS

INTRODUCTION.....	1
CONSUMER LOVEMAPS	1
CONSUMER SEXUAL BEHAVIOR SEQUENCE.....	2
LOVESTYLES.....	5
METHODOLOGY	9
PARTICIPANTS	9
RESEARCH DESIGN	9
RESULTS	11
CORRELATIONS	11
ANALYSES OF VARIANCE	11
TEST OF HYPOTHESES	12
DISCUSSION.....	18
MANAGERIAL IMPLICATIONS.....	20
APPENDIX: QUESTIONNAIRE.....	21
REFERENCES.....	27

LIST OF TABLES

Table 1. Means, Standard Deviations, and Pearson Product Correlations for the Six Lovestyles. 11

LIST OF FIGURES

Figure 1. The Consumer Sexual Behavior Sequence.....	3
Figure 2. Theoretical Framework of Research Design.	9
Figure 3. Sexual Opinions of Males and Females.....	13
Figure 4. Product’s Helpfulness in Attracting a Sexual Partner.	15
Figure 5. Product’s Helpfulness in Attracting a Relationship Partner.....	16
Figure 6. Perceived Role of Products in Attracting Sexual and Relationship Partners.	17

INTRODUCTION

Though often overplayed, it is common knowledge that much of human behavior is driven by sex. It is not surprising then that, by default, sex is also “a pervasive motivator in consumer behavior” (Gould 1995). We tend to look for products and services that help in attracting a partner – the more obvious being clothing, perfumes, cars and online dating services; as well as the not-so-obvious, such as the type of music we listen to, the sheets on our bed and the food that we eat (Gould 1995). Even after the initial attraction phase, products are purchased in conjunction with many other sexually-related behaviors, including forming a relationship (dating), maintaining a relationship and engaging in the actual sex act. It is thus odd that aside from literature relating sex and advertising and the growing body of research on mating motives, there is little research available concerning sexuality and consumption.

Prior research by Money (1986), Gould (1991, 1992, and 1995) and Lee (1977) act as a foundation for sexual-consumption research. These works provide a deeper understanding of the function of products in relation to consumer outlooks and lovestyles.

In this study, I want to see if lovestyle determines which product categories an individual is more drawn towards purchasing when trying to attract a partner and form a relationship – and if so, what meaning there might be behind such differences. It would also be interesting to see what role these products play in the bigger scheme of the general lovemap.

CONSUMER LOVEMAPS

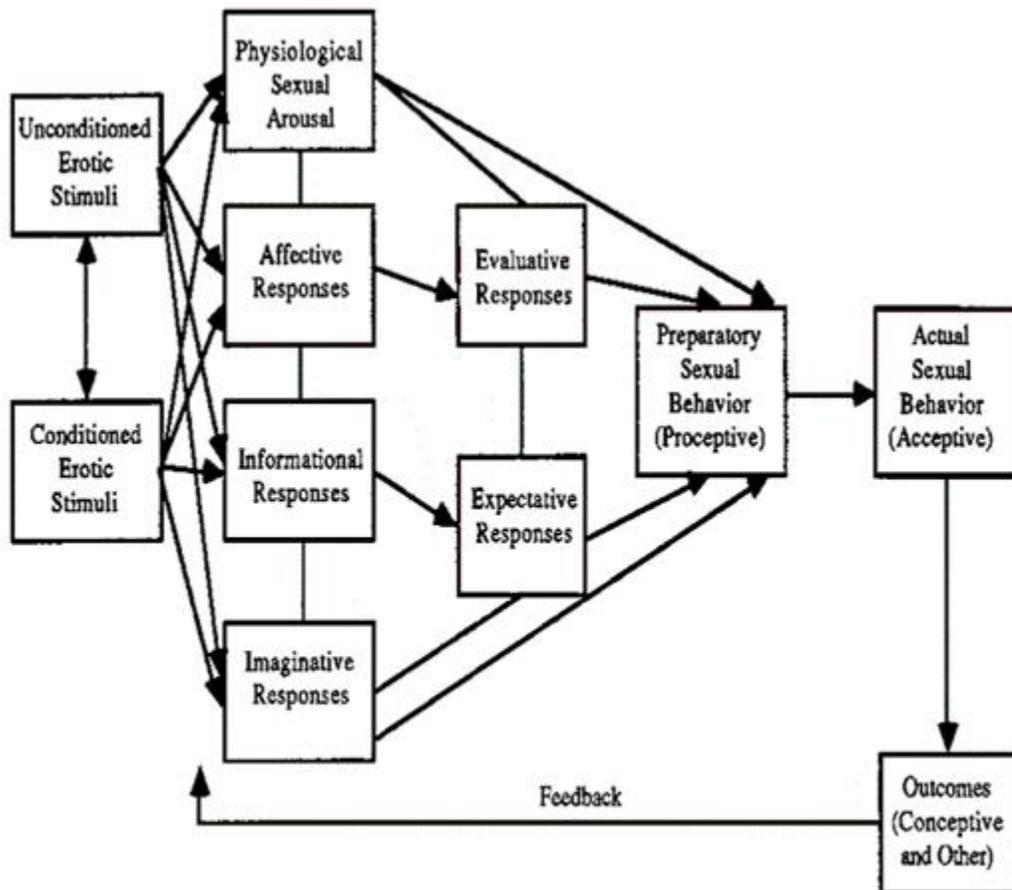
Money’s (1986) general lovemap theory is characterized as “a mental representation, both of the idealized lover and of idealized sexueroetic activity, projected in imagery, and/or

enacted in behavior.” When looking for partners, our brain refers back to our general lovemap to see if the potential suitor matches up. An element of the general lovemap is the consumer lovemap, which concerns the conceptualization, purchase and consumption of products directly involved with sexually-related behaviors. These behaviors exist on a continuum, ranging from normophilic (behavior that is in line with societal norms) to paraphilic (peculiar or unacceptable behavior outside of societal norms) (Gould 1991).

It is important to note, however, that one culture’s normophilia may be another’s paraphilia. Lovemaps also vastly differ from individual to individual, based on socio-demographic characteristics (age, gender), life experiences (especially in the early ages of development) and other factors such as an individual’s overall sexual drive. “Even those for whom the ‘usual sex act’ is arousing and exciting may still exhibit all sorts of peculiarities and specific tastes related to partners, objects and settings as sexual stimuli, as well as to interactions between these stimuli” (Gould 1991).

CONSUMER SEXUAL BEHAVIOR SEQUENCE

Consumer lovemaps can be further understood in the context of the Consumer Sexual Behavior Sequence, a scripted model of behavior that “frames sexually related consumption in terms of various stages that center on the sex act as a focal point” (Gould 1995). Sexuality, by way of biological evolution, is an internally driven motivator, as well as a conditioned motivator largely driven by socioeconomic factors (for example, associating attractive models or celebrities with various products). In this way, “goods play into and help shape the way our biological desires come to manifest and express themselves” (Gould 1992).



Source: Adapted from Fisher (1986)

- ↔ Indicates strong joint effect on other variables
- Indicates primary relationship
- Indicates secondary relationship

Figure 1. The Consumer Sexual Behavior Sequence.

According to Gould (1992), the Consumer Sexual Behavior Sequence begins with (1) unconditioned and conditioned erotic stimuli in the consumer’s environment that together lead to (2) (a) physiological sexual arousal, (b) affective responses, (c) informational (cognitive) responses and (d) imaginative responses. Almost anything paired with unconditioned stimuli can be conditioned into erotic stimuli – many culturally produced, such as pornography, erotica, advertising and other representations.

(a) Physiological sexual arousal can be deliberately sought out by consumers (e.g. watching pornography) or they may come upon it unintentionally. It can be deliberately induced by marketers (as in allusions to sex in advertising) or unintentionally induced.

(b) Affective responses can be positive or negative and include traits (e.g. characteristics) such as erotophobia-erotophilia and lovestyles. Erotophilic individuals have a positive view towards sexual behaviors, whereas erotophobic individuals have an aversive view towards sexual behaviors. Lovestyles are approaches to loving and can be classified as one of six types of love (Lee 1973), which will be discussed in more detail later on. Different lovestyles may approach products more positively or negatively. For example, erotic lovers like the idea of having the same products (clothes, cars, etc.) as their partners more than those of other lovestyles.

(c) Informational responses include the “cognitive processing responses to erotic stimuli which take the form of information, imagination and expectations” (Fisher 1986). Information may be received in the form of sex manuals, pornography and past experiences.

These response dispositions lead to (3) evaluative and expectative responses, (4) preparatory sexual behavior, and eventually (5) actual sexual behavior, which may lead to (6) outcomes such as the conception of a child. (7) Feedback from the outcomes then manifest back into response dispositions (which are dynamic and may change as the sequence is repeated) towards stimuli.

Focus in this study will be placed on preparatory sexual behavior, which comprises of the “actions which prepare and set the stage for the actual sex act” (Fisher, 1986), such as

attracting partners and maintaining a relationship. Examples of preparatory sexual behavior include:

purchasing furniture, lights, art, music or even a home etc. for the proper setting for lovemaking; going to a bar, dating service, or other less overt partner-seeking place to find a sexual partner, exploring and defining a sexual/love relationship through gift giving; and if one already has a partner, sharing in and evolving a daily consumption pattern of mutual benefits. (Gould, 1992)

The erotophobia-erotophilia trait affects how individuals view the strength of connection between products and one's sexuality. Erotophilic individuals tend to have a broader view of which products fit into their lovemaps, whereas erotophobic individuals may not see as many products tying into their sexual script.

LOVESTYLES

Though a person can be categorized as having a lovestyle, one lovestyle is by no means applicable to "all of the intimate adult affiliations in which [a] person engages" (Lee 1977). In fact, an individual may be involved in many lovestyles concurrently or gradually change their lovestyle in a particular relationship over time. Lee's study on the typology of styles of loving provides the characteristics of the six most significant lovestyles.

Criteria of typification included physical symptoms involved in the lover's experience of love (e.g. loss of appetite, sleep), sexual attraction, emotional pain, compulsive attention to the beloved, jealousy, self-disclosure, consciously manipulative behavior, the need for reciprocity, and other criteria totaling twenty in all. (Lee)

These include Eros, Ludus, Storge, Mania, Agape and Pragma. Based on each lovestyle's distinctive attributes, research hypotheses can be made relating lovestyles to the erotophobic-erotophilic trait, thus relating lovestyles to specific product categories.

Eros is romantic, passionate love, characterized by the search for a lover that is the physical embodiment of one's idealized image (i.e. their physical type). They had a happy childhood, a good relationship with their family and are content in life – “ready for love, though not anxiously looking for it” (Lee). The erotic lover can clearly describe his or her physical type and is “eager for rapid disclosure of the self and the beloved, including sexual intimacy...He enjoys intensity without demanding or obsessive possession; he is confident in love, rather than anxious” (Lee).

H1: The erotic lover is more inclined to possess the erotophilic trait.

Ludus, or 'game-playing love', is pluralistic in nature and relatively short-lived – a no-strings attached type of lovestyle where “degree of 'involvement' is carefully controlled [and] jealousy is eschewed” (Lee). Ludic lovers avoid commitment and have a variety of physical types. They enjoy sexual intimacy as fun and do not 'fall in love', often ending the relationship for another partner when it ceases to be pleasant and diverting. In the best circumstances, the ludic lover has two or three lovers who know of each other, thus preventing any attachment from one partner.

H2: The ludic lover is more inclined to possess the erotophilic trait.

Storge is love that slowly develops out of deep friendship, with the expectation of long-term commitment. The storgic lover does not have a favorite physical type, instead putting

more emphasis on finding someone who is companionable and shares common interests. Sex comes late in the development of the relationship and there is a low mental preoccupation with the partner, as well as little anxiety about the stability of the relationship.

H3: The storgic lover is more inclined to possess the erotophobic trait.

Then there is Mania, a combination of elements that make up Eros and Ludus. It is an “obsessive, jealous, emotionally intense lovestyle characterized by preoccupation with the beloved and a need for repeated reassurance of being loved” (Lee). The manic lover had an unhappy childhood, lacks friends and is anxious to fall in love.

H4: The manic lover tends toward erotophobia.

Agape is unselfish love – gift love – given out of feelings of duty with no expectation of reciprocity. It is the combination of Storge and Eros. The agapic lover is older and more emotionally mature than the other lovers, and feels that everyone is deserving of love.

H5: The agapic lover tends toward erotophobia.

Finally there is Pragma, also known as checklist love or love shopping, where certain characteristics (education, religion, career, etc.) are kept in mind when looking for a partner. Long practiced in arranged marriages, Pragma is a combination of Ludus and Storge, and can be seen today in computer matchmaking.

H6: The pragmatic lover tends toward erotophilia.

The profiles of Lee's six lovestyles given above can be viewed in terms of how consumer mindsets are shaped towards sexual-consumption. A person's lovestyle would affect which products or product categories are viewed as relevant to their consumer lovemap and how the products would fit into their Consumer Sexual Behavior Sequence. We can then specifically compare what products are purchased and used by each lovestyle during the preparatory sexual act stage (more specifically, in the attraction of a partner and the formation of a relationship). From this, we will have more understanding of the meaning given to such products, how they fit into the general lovemap and how to better position products in this regard.

H7: Individuals with lovestyles that tends toward erotophilia will rate products overall as more helpful in attracting a partner and forming a relationship than individuals with lovestyles that tends toward erotophobia.

METHODOLOGY

PARTICIPANTS

The research sample consisted of undergraduate students enrolled in a Principles of Marketing course at a large public university ($N = 96$, 57.4 percent males, 42.6 percent females; mean age = 21.42). Ethnicity of participants is as follows: African American (13.7%), Asian/Pacific Islander (5.3%), Hispanic (18.9%), White/Caucasian (54.2%), Multiracial (3.2%) and Other (4.2%). Participants were given extra credit in their course for participation in the study.

RESEARCH DESIGN

The study followed a 6 (lovestyle: Eros, Ludus, Storge, Mania, Agape, Pragma) \times 2 (sexual opinion: erotophobia, erotophilia) between-subjects design. Later on in the analysis, gender was also examined. The basic model of this research design is illustrated below.

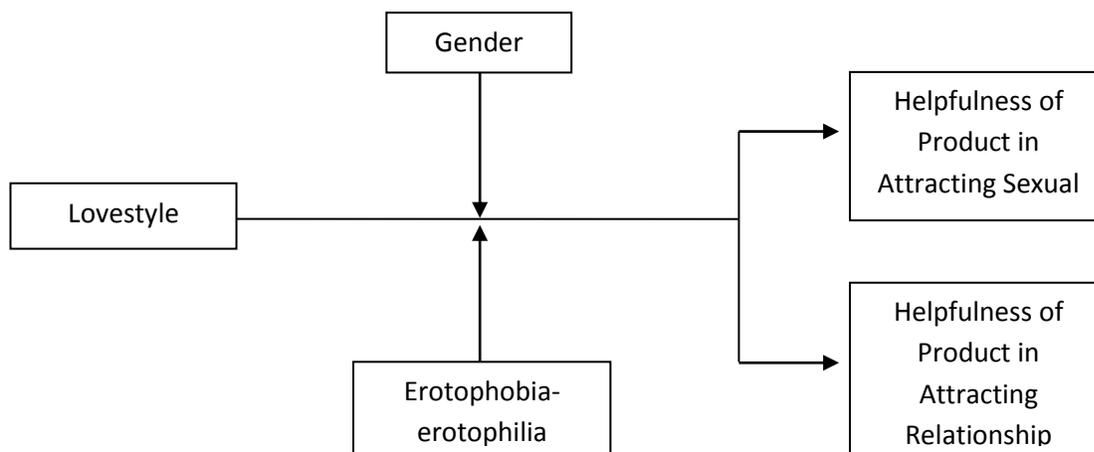


Figure 2. Theoretical Framework of Research Design.

Respondents were told that they were participating in a study assessing relationships and products that might assist in personal relationships. The instruments measured background

variables, lovestyles, sexual opinion (erotophobia-erotophilia) and perceptions of the helpfulness of certain products in attracting a partner and forming a relationship.

MEASURES

Love Attitudes Scale. Lovestyles of participants were assessed using a 42-item scale adapted from Lee (1977), Hendrick and Hendrick (1986) and Hendrick, Hendrick, and Dicke (1998). The survey's reliability as measured by coefficient alpha for the 42-item scale was .54. The scales consisted of 6 subscales. The coefficient alphas of the subscales (each of them with 7 items) were as follows: Eros scale (.54), Ludus scale (.64), Storge scale (.33), Pragma scale (.61), Mania scale (.59) and Agape scale (.60).

Sexual Opinion Survey (Revised form). The erotophobia-erotophilia trait of respondents was assessed using a 21-item, 7-point Likert scale adapted from Fisher et al.'s (1988) Sexual Opinion Survey (SOS). The coefficient alpha for the 21-item scale was .83.

Products/Services Used in Attractive Behavior and Forming a Relationship. Products and services that participants perceived as relevant to attracting partners and forming relationships were assessed using a 26-item, 7-point Likert scale adapted from Gould's (1995) Products Used in Attractive Behavior and Engaging in the Sex Act questionnaire.

RESULTS

CORRELATIONS

Table 1 presents the means, standard deviations, and correlation coefficients for the variables under study. Multiple indicators of different facets of the same phenomenon are necessary for improved construct validity; however, they are often intercorrelated with one another (Pedhazur and Schmelkin, 1991). An examination of the correlation matrix indicates that all of the correlation coefficients with the exception of one are less than 0.8 in absolute value, a threshold commonly used for the detection of multicollinearity (Kennedy, 1998).

Means, Standard Deviations, and Pearson Product Correlations
(N = 96)

Variable	Mean	S.D.	1	2	3	4	5	6
1. Eros	2.40	1.03						
2. Ludus	3.71	1.01	-.11					
3. Storge	2.79	.79	-.04	.19				
4. Pragma	2.62	.87	-.17	-.01	.19			
5. Mania	3.41	.86	.28**	-.18	.01	-.04		
6. Agape	2.47	1.02	.15	-.25*	.11	-.04	.25*	
7. Sexual Opinion	4.57	.89	.17	-.27**	-.02	.27**	-.00	.18

** $p < .01$ (2-tailed)

* $p < .05$ (2-tailed)

Table 1. Means, Standard Deviations, and Pearson Product Correlations for the Six Lovestyles.

ANALYSES OF VARIANCE

In order to test the hypotheses, participants were categorized in the analysis based on their responses to the questionnaire, which included the Love Attitudes Scale, Sexual Opinion Survey, and Products/Services Used in Attractive Behavior and Forming a Relationship. The Love Attitudes Scale consisted of six subscales, which represented each lovestyle. The subscale that participants scored the highest in became their lovestyle. On the Sexual Opinion Survey,

participants were classified as erotophilic if they scored higher than the median score and erotophobic if they scored lower than median score. The dependent variables were the products/services that participants perceived as helpful in attracting a partner and products/services perceived as helpful in forming a relationship.

TEST OF HYPOTHESES

A two-way between-subjects ANOVA was conducted to evaluate the effect of lovestyles on erotophobia-erotophilia. The dependent variable was the ratings of products on a 1-7 scale of how helpful they are in attracting partners and forming relationships. Results indicated that there was no significant interaction between lovestyle and sexual opinion ($F(4, 91) = .767, p = .55$). Therefore, H1, H2, H3, H4, H5, H6 and H7 were not supported. However, there was a significant interaction between gender and erotophobia-erotophilia ($F(4, 91) = 13.07, p < .01$). This finding is different than that of Gould's (1995) study, where sex was not found to have a significant effect on what products are seen as more helpful in attracting a partner ($F(1, 51) = 0.42, p < .52$) or in the actual sex act. Also in Gould's study, the interaction between sex and erotophobia-erotophilia was not found to have a significant effect on which products were seen as helpful ($F(1, 51) = 1.34, p < .25$).

The coefficient alpha for the Sexual Opinion Survey (.83) was higher than in the original study (.75). However, the coefficient alphas for the subscales of the Love Attitudes Scale were lower than those in Hendrick and Hendrick's 1986 study. In Hendrick and Hendrick (1986), the coefficient alpha for the subscales were as follows: Eros scale (.70), Ludus scale (.76), Storge scale (.62), Pragma scale (.81), Mania scale (.73) and Agape scale (.84). When going back to check the item-total correlation, the Cronbach alpha could not be improved with the deletion

of any of the scale items. The low coefficient alpha is thus most likely due to the small sample size ($N = 96$) as compared to that of the 1986 study ($N = 807$).

Participants had been in love an average of 2.17 times. Based on the questionnaire, 33.3% of participants fell under Eros, 32.3% Agape, 17.7% Storge, 11.5% Pragma, 3.1% Ludus and 2.1% Mania. For males, 38.9% are categorized as Agape, 31.5% Eros, 14.8% Storge, 7.4% Pragma, 5.6% Ludus and 1.9% Mania. For females, 37.5% fell under Eros, 25% Agape, 20% Storge, 15% Pragma, 2.5% Mania and 0% Ludus. Females on average scored higher on all lovestyles as compared to males.

64.8% of males were erotophilic and 35.2% were erotophobic, while 32.5% of females were erotophilic and 67.5% were erotophobic. In total, 48 participants were erotophilic and 44 were erotophobic.

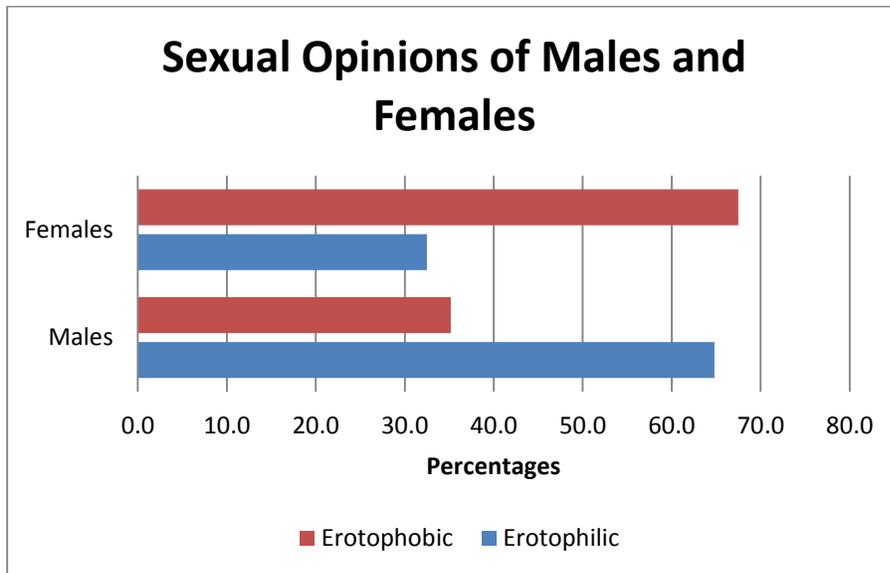


Figure 3. Sexual Opinions of Males and Females.

It was found that whether an individual is erotophobic or erotophilic comes down to their gender, as opposed to their lovestyle. Products perceived as helpful in attracting a partner

were therefore also affected by gender. Results indicated that there was a significant effect of the erotophobia-erotophilia trait on whether participants found jewelry ($p < .05$), fine sheets and blankets in the bedroom ($p < .05$), incense ($p < .05$), pets ($p = .05$) and lava lamps ($p < .01$) as helpful in attracting partners. Bars/clubs ($p < .01$) and churches ($p < .01$) were also viewed as helpful, while online dating services ($p = .674$) were not. As for products helpful in forming a relationship, findings showed that how useful they found fine sheets and blankets in the bedroom ($p < .01$), incense ($p < .05$), cars ($p < .05$), type of art they surround themselves with ($p < .05$) and pets ($p < .01$) were affected by their sexual opinion.

How Helpful is a Product in Attracting a Sexual Partner?

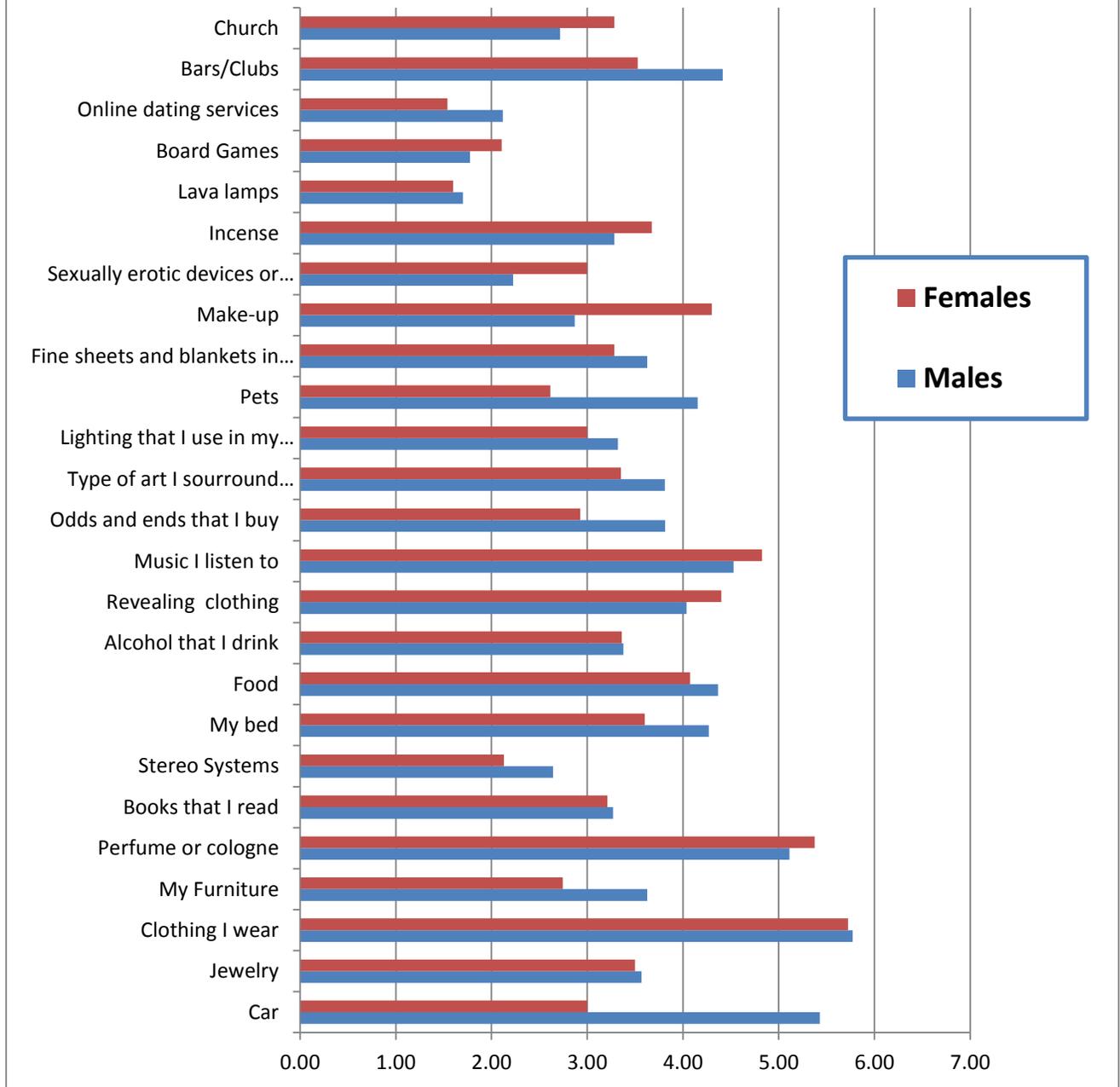


Figure 4. Product’s Helpfulness in Attracting a Sexual Partner.

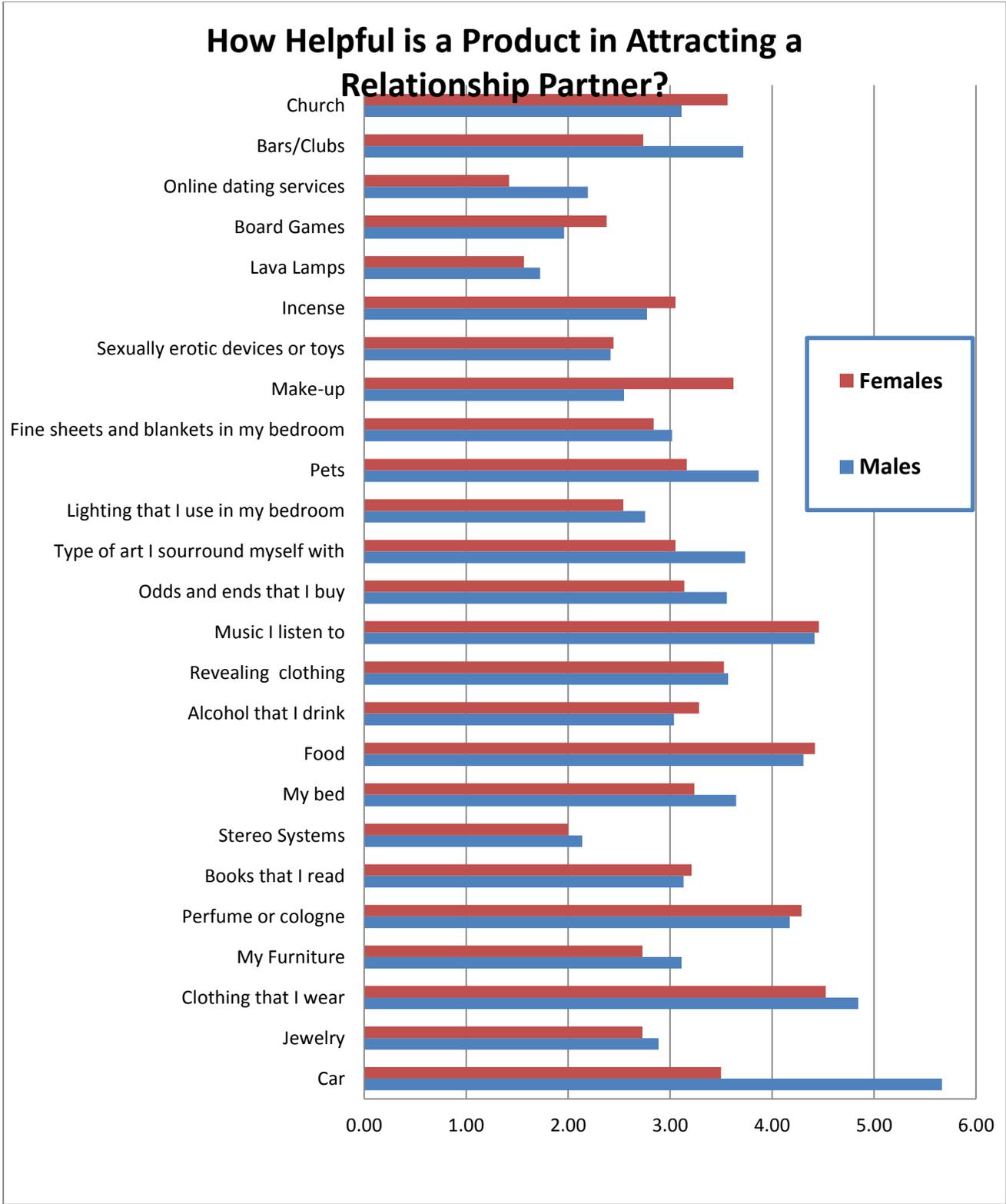


Figure 5. Product’s Helpfulness in Attracting a Relationship Partner.

Overall, the perceived role of products in attracting a sexual or relationship partner is shown in the chart below.

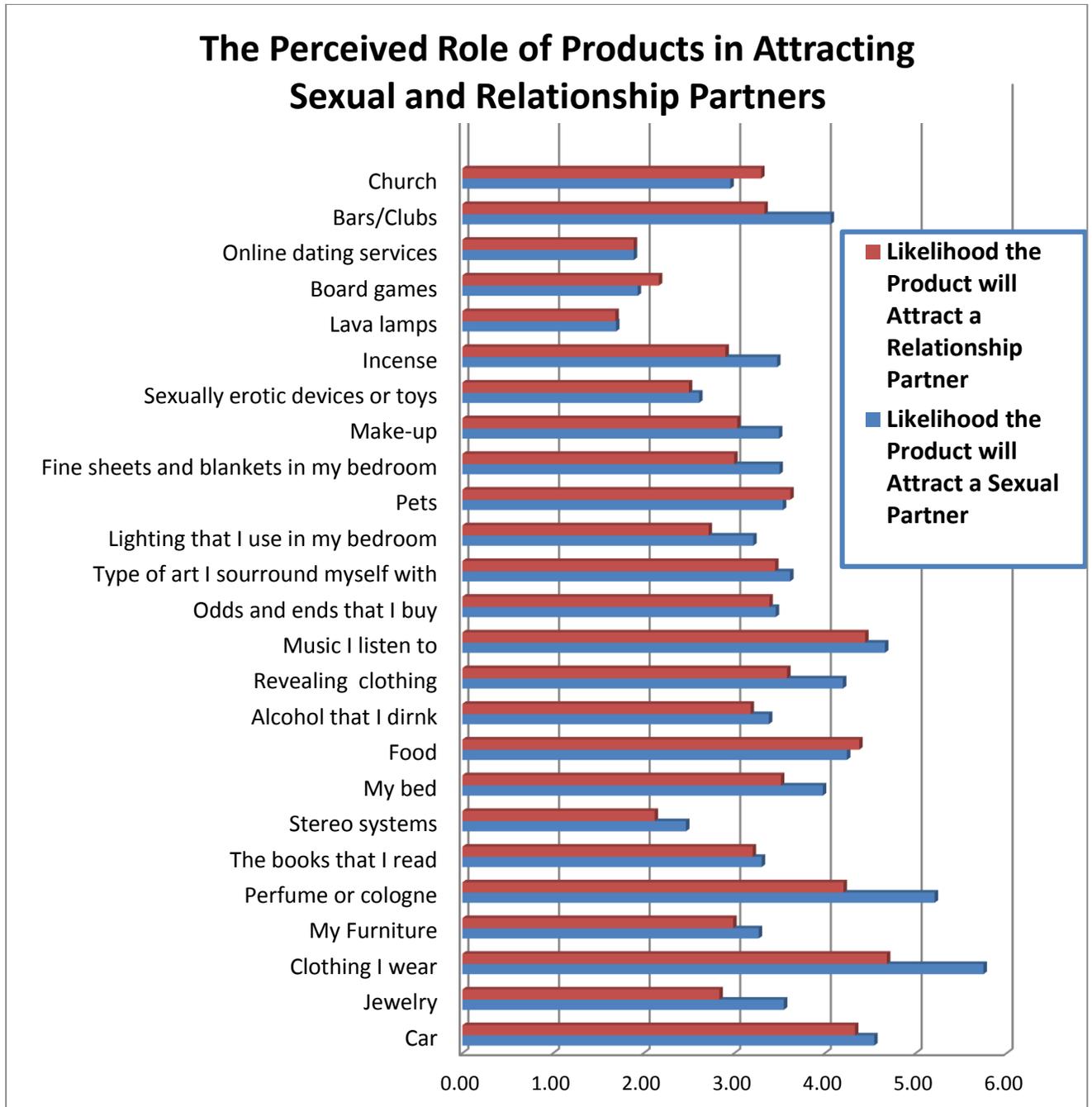


Figure 6. Perceived Role of Products in Attracting Sexual and Relationship Partners.

DISCUSSION

Though lovestyles do not relate to sexual opinion, there is still much knowledge to be gleaned from the data analysis. The results of the study indicated that Eros and Agape were the two most common lovestyles represented in the sample. Pragma also made up a good portion of the lovestyles represented in the sample (11.5%), which may not be surprising, as online dating sites become more socially acceptable. It is interesting that Ludus (which only represented 3.1% of the sample) is not as prevalent, as indicated by the more tolerant view towards promiscuity during college years and the growing popularity of no-strings attached arrangements.

It is also noteworthy that although online dating services are becoming more mainstream, they are not viewed as helpful in either attracting partners or forming relationships – especially considering that Gen Y (the participants of the study) spends much of their time on the internet. Bars and clubs were perceived as helpful by both males and females, as expected; however, churches were also rated high (especially by women) in both attracting partners and forming relationships. Men rated bars/clubs and online dating services as more helpful in attracting a sexual and relationship partner, as well as pets, the type of art that he surrounds himself with, and (most importantly) cars.

Those that are erotophobic are more likely to see products such as jewelry, fine sheets and blankets in the bedroom, incense and lava lamps as relevant in attracting a partner. These can be viewed as more subtle approaches. However, I do not know why lava lamps are helpful in attracting partners. Erotophilic individuals are more likely to use pets and bars/clubs in

attractive behavior, which makes sense as it is a direct approach towards meeting people.

Erotophobic individuals prefer online dating services and church.

In looking for relationship partners, erotophilic individuals view fine sheets and blankets in the bedroom, cars, type of art they surround themselves with, pets and bars/clubs as more helpful. Erotophobic individuals find incense and church as more relevant in forming a relationship.

Another significant difference that must be discussed is that more females are erotophobic, while more males are erotophilic. So females in this sample were more likely to have negative views towards sexual behaviors and not view as many products/services as relevant towards their consumer lovemap. Males, on the other hand, were more likely to have positive views towards sexual behaviors and view more products/services as relevant towards their consumer lovemap. This may be because men are biologically inclined to have sex, and therefore may see more products as relevant to their Consumer Sexual Behavior Sequence. However, (though the survey was anonymous) it may also be the case that participants responded to the questions so that they would be viewed more favorably (e.g. they gave socially desirable responses). Especially in terms of questions relating to sexual behaviors, participants may have overstated or understated their tendencies – items such as those relating to being an unselfish lover (perhaps why there were more agapic lovers in this sample than expected) or to find masturbation exciting (perhaps women understated their answers on this item). In the future, it would be useful to include a SDR (socially desirable responding) scale to minimize this bias.

MANAGERIAL IMPLICATIONS

One of the more interesting findings is that online dating was rated about as helpful as a lava lamp in attracting a partner and forming a relationship by both genders. Online dating services should make their sites more relevant towards Gen Y (especially women), perhaps through advertisements or through the sites themselves. Music was found as especially helpful in attraction and relationship-forming, so it would be interesting if there was an online dating site that matched partners through similar tastes in music. Cars were rated very highly by males as helpful. And while highly sexualized car advertisements are nothing new (e.g. attractive females modeling cars), it would be good to frame a product so that males perceive the car as especially helpful in attracting females.

However, the main idea to be taken from this study is that sexually-related consumption is split in terms of gender. It naturally follows that products (if managers want to highlight the sexual aspects for marketing purposes) should be targeted by gender. As males see more products as sexually relevant, more of these products should be aimed directly towards males. In marketing towards females, it might be more effective to focus on other aspects of the product (e.g. a more emotional as opposed to sexual light).

APPENDIX: QUESTIONNAIRE

Questionnaire

Background Variables

- Age
- Gender (Male, Female)
- Ethnicity (African American, Asian/Pacific Islander, Hispanic, White/Caucasian, Multiracial, Other)
- Do you consider yourself to be (Heterosexual or straight, Gay or lesbian, Bisexual)?
- How many times have you been in love? (None, One, Two, Three-Five, More Than Five)
- Are you in love at this time? (Yes, No)

Love Attitudes Scale(LAS)

Some of the items refer to a specific love relationship, while others refer to general attitudes and beliefs about love. Whenever possible, answer the questions with your current partner in mind. If you are not currently dating anyone, answer the questions with your most recent partner in mind. If you have never been in love, answer in terms of what you think your responses would most likely be.

Strongly Agree 1, Moderately Agree 2, Neutral 3, Moderately Disagree 4, Strongly Disagree 5

Eros

1. My partner and I were attracted to each other immediately after we first met.
2. My partner and I have the right physical 'chemistry' between us.
3. Our lovemaking is very intense and satisfying.
4. I feel that my partner and I are meant for each other.
5. My partner and I became physically involved very quickly.
6. My partner and I really understand each other.
7. My partner fits my ideal standards of physical beauty/handsomeness.

Ludus

8. I try to keep my partner a little uncertain about my commitment to him/her.
9. I believe that what my partner doesn't know about me won't hurt him/her.
10. I have sometimes had to keep two of my partners from finding out about each other.
11. I can get over love affairs pretty easily and quickly.
12. My partner would get upset if he/she knew of some of the things I've done with other people.
13. When my partner gets too dependent on me, I want to back off a little.
14. I enjoy playing the 'game of love' with a number of different partners.

Storge

15. I did not realize that I was in love until I actually had been for some time.
16. Genuine love first requires *caring* for a while.
17. I still have good friendships with almost everyone with whom I have ever been involved in a love relationship.
18. The best kind of love grows out of a long friendship.
19. It is hard to say exactly when my partner and I fell in love.
20. Love is really a deep friendship, not a mysterious, mystical emotion.
21. My most satisfying love relationships have developed from good friendships.

Pragma

22. I consider what a person is going to become in life before I commit myself to him/her.
23. I try to plan my life carefully before choosing a partner.
24. It is best to love someone with a similar background.
25. A main consideration in choosing a partner is how he/she reflects on my family.
26. An important factor in choosing a partner is whether or not he/she will be a good parent.
27. One consideration in choosing a partner is how he/she will reflect on my career.
28. Before getting very involved with anyone, I try to figure out how compatible his/her hereditary background is with mine in case we ever have children.

Mania

29. When things aren't right with my partner and me, my stomach gets upset.
30. When my love affairs break up, I get so depressed that I even have thought of suicide.
31. Sometimes I get so excited about being in love that I can't sleep.
32. When my partner doesn't pay attention to me, I feel sick all over.
33. When I'm in love, I have trouble concentrating on anything else.
34. I cannot relax if I suspect that my partner is with someone else.
35. If my partner ignores me for a while, I sometimes do stupid things to get his/her attention back.

Agape

36. I try to always help my partner through difficult times.
37. I would rather suffer myself than let my partner suffer.
38. I cannot be happy unless I place my partner's happiness before my own.
39. I am usually willing to sacrifice my own wishes to let my partner achieve his/hers.
40. Whatever I own is my partner's to use as he/she chooses.
41. When my partner gets angry with me, I still love him/her fully and unconditionally.
42. I would endure all things for the sake of my partner.

The Sexual Opinion Survey (SOS) (Revised form)

Please respond to each item as honestly as you can. There are no right or wrong answers, and your answers will be completely confidential. (After *each* item, the following response scale appears:

I strongly agree 1 : 2 : 3 : 4 : 5 : 6 : 7 I strongly disagree).

1. I think it would be very entertaining to look at erotica (sexually explicit books, movies, etc.).
2. Erotica (sexually explicit books, movies, etc.) is obviously filthy and people should not try to describe it as anything else.
3. Swimming in the nude with a member of the opposite sex would be an exciting experience.
4. Masturbation can be an exciting experience.
5. If I found out that a close friend of mine was a homosexual, it would annoy me.
6. If people thought I was interested in oral sex, I would be embarrassed.
7. Engaging in group sex is an entertaining idea.
8. I personally find that thinking about engaging in sexual intercourse is arousing.
9. Seeing an erotic (sexually explicit) movie would be sexually arousing to me.
10. Thoughts that I may have homosexual tendencies would not worry me at all.
11. The idea of my being physically attracted to members of the same sex is not depressing.
12. Almost all erotic (sexually explicit) material is nauseating.
13. It would be emotionally upsetting to me to see someone exposing themselves publicly.
14. Watching a stripper of the opposite sex would not be very exciting.
15. I would not enjoy seeing an erotic (sexually explicit) movie.
16. When I think about seeing pictures showing someone of the same sex as myself masturbating, it nauseates me.
17. The thought of engaging in unusual sex practices is highly arousing.
18. Manipulating my genitals would probably be an arousing experience.
19. I do not enjoy daydreaming about sexual matters.
20. I am not curious about explicit erotica (sexually explicit books, movies, etc.).
21. The thought of having long-term sexual relations with more than one sex partner is not disgusting to me.

Products/Services Used in Attractive Behavior and Forming a Relationship

- How much of a role do you feel certain products/services and your use of them plays in helping you to attract desirable sexual partners?
- Helps Attract a Little 1: 2: 3: 4: 5: 6: 7 Helps Attract Very Much
 - Car
 - Jewelry
 - The clothing I wear
 - My furniture
 - Perfume or cologne
 - Personal deodorants
 - The books I read
 - Stereo systems
 - My bed
 - Food
 - The type of alcohol I drink
 - Revealing clothing
 - The type of music I listen to
 - The odds and ends I buy
 - The type of art, posters, etc. I surround myself with
 - The lighting I use in my bedroom
 - Pets
 - Fine sheets and blankets in my bedroom
 - Make-up
 - Sexually erotic devices or “toys”
 - Incense or other smell oriented products in the bedroom or elsewhere in your home
 - Lava lamps
 - Board games
 - Online dating services
 - Bars/clubs
 - Church
- Of the items listed above, which for you play the biggest role in attracting desirable sexual partners? How do you use these products/services?
- Please list other products and/or services which you feel help to attract a desirable sexual partner.

- How much of a role do you feel certain products/services and your use of them plays in helping to form a relationship with partners?
- Helps to Form a Little 1: 2: 3: 4: 5: 6: 7 Helps to Form a Lot
 - Car
 - Jewelry
 - The clothing I wear
 - My furniture
 - Perfume or cologne
 - Personal deodorants
 - The books I read
 - Stereo systems
 - My bed
 - Food
 - The type of alcohol I drink
 - Revealing clothing
 - The type of music I listen to
 - The odds and ends I buy
 - The type of art, posters, etc. I surround myself with
 - The lighting I use in my bedroom
 - Pets
 - Fine sheets and blankets in my bedroom
 - Make-up
 - Sexually erotic devices or “toys”
 - Incense or other smell oriented products in the bedroom or elsewhere in your home
 - Lava lamps
 - Board games
 - Online dating services
 - Bars/clubs
 - Church
- Of the items listed above, which for you play the biggest role in forming a relationship with partners? How do you use these products/services?
- Please list other products and/or services which you feel help to form a relationship with partners.

REFERENCES

- Belk, R., & Coon, G. (1991). Can't buy me love: Dating, money, and gifts. *Advances in Consumer Research, 18*(1), 521-527. Retrieved July 19, 2013, from the OneSearch database.
- Fisher, W., Byrne, D., White, L., & Kelley, K. (1988). Erotophobia-erotophilia as a dimension of personality. *The Journal of Sex Research, 25*(1), 123-151. Retrieved July 19, 2013, from the OneSearch database.
- Gould, S. (1991). Toward a theory of sexuality and consumption: Consumer lovemaps. *Advances in Consumer Research, 18*(1), 381-383. Retrieved July 19, 2013, from the OneSearch database.
- Gould, S. (1992). A model of the scripting of consumer lovemaps: The consumer sexual behavior sequence. *Advances in Consumer Research, 19*(1), 304-310. Retrieved July 19, 2013, from the OneSearch database.
- Gould, S. (1995). Sexualized aspects of consumer behavior: An empirical investigation of consumer lovemaps. *Psychology & Marketing, 12*(5), 395-413. Retrieved July 19, 2013, from the OneSearch database.
- Griskevicius, V. (2010). Why reproduction involves more than sex: The diverse effects of mating motivation on consumer behavior. *Advances in Consumer Research, 37*, 276-279. Retrieved July 19, 2013, from the OneSearch database.
- Hendrick, C., & Hendrick, S. (1986). A theory and method of love. *Journal of Personality and Social Psychology, 50*(2), 392-402. Retrieved July 19, 2013, from the OneSearch database.

- Hendrick, C., Hendrick, S., & Dicke, A. (1998). The love attitudes scale: short form. *Journal of Social and Personal Relationships*, *15*(2), 147-159. Retrieved July 19, 2013, from the OneSearch database.
- Janssens, K., Pandelaere, M., den Bergh, B. V., Millet, K., Lens, I., & Roe, K. (2010). Can buy me love: How mating cues influence single men's interest in high-status consumer goods. *Advances in Consumer Research*, *37*, 580-581. Retrieved July 19, 2013, from the OneSearch database.
- Kennedy, P. (1998), *A Guide to Econometrics* (4thed.). Cambridge, MA: MIT Press.
- Lee, J. (1977). A typology of styles of loving. *Personality and Social Psychology Bulletin*, *3*(2), 173-182. Retrieved July 19, 2013, from the OneSearch database.
- Money, J. (1986). *Lovemaps: Clinical concepts of sexual/erotic health and pathology, paraphilia, and gender transposition in childhood, adolescence, and maturity*. New York: Irvington.
- Pedhazur, E.J., & Schmelkin, L. P. (1991), *Measurement, Design, and Analysis: An Integrated Approach*, Hillsdale, NJ: Erlbaum.
- Sarkar, A. (2011). Romancing with a brand: A conceptual analysis of romantic consumer-brand relationship. *Management & Marketing*, *6*(1), 79-94. Retrieved July 19, 2013, from the ABI/INFORM Complete database.
- Sundie, J., Kenrick, D., Griskevicius, V., Tybur, J., Vohs, K., & Beal, D. (2010). Peacocks, Porsches, and Thorstein Veblen: Conspicuous consumption as a sexual signaling system. *Journal of Personality and Social Psychology*, *100*(4), 664-680. Retrieved July 19, 2013, from the OneSearch database.