

Why do so many people use home shopping network

[Linguistics](#), [English](#)



Task: Why Do So Many People Use Home Shopping Network? Introduction

The phenomenon of shopping networks has become popular to many people. Moreover, there are continuous innovations within the context of this phenomenon. In addition, there are many reasons why people use do-it-yourself television programs. However, these shopping networks sometimes present intense challenges for their clientele. Image Causes These networks appeal to people in an amazing manner by using quite attractive procedures. For example, they ensure that they employ the most captivating jingles, which keep their potential clients glued to such channels. Apart from the captivating jingle, these programs use images that easily catch the attention of their prospective clients. This marketing trick ensures people concentrate on the channels and in turn shop through the channels. In addition, the programs include celebrity hosts in their respective episodes in order to increase their sales. This is because the celebrities are famous and can easily convince the potential shoppers of the advantages of the products on sale (Bonasia 1). Moreover, they promise these clients admirable conveniences if they choose the shopping networks. Such conveniences, which the networks promise their clients, include timely deliveries. This is because the creators of the individual programs conduct comprehensive research on what their potential clients would enjoy. For example, they analyze the preferences of most people in their respective markets in order to deliver perfect service to clients. After the research, they ensure that whatever they create is beneficial to their clients, hence, the majority of people who use the shopping networks. In addition, the networks encourage their viewers to demand any clarification incase they do not understand. The

fact that the viewers have that provision of asking questions and in turn receiving immediate feedbacks is encouraging to them. Therefore, people use the networks because they are sure that they can always get any clarification they require on air and within the time that they desire (Bellows and Smith 66). People also use these shopping networks because of previous testimonies from other shoppers. In particular, the previous shoppers encourage new shoppers to use the networks by proving that indeed the networks are real. Further, they offer such claims as incredible experiences they previously enjoyed after using the networks. For example, the networks that sell home appliances could include people who claim that a certain juice blender they bought was perfect in numerous instances (Flannagan 1).

Additionally, people continuously use the shopping networks because it has become a popular trend. Such people wish to keep up with current trends in order to remain relevant. Therefore, they use the shopping networks without considering the advantages of the networks. They are blind in their choice of the programs but are not keen as long as they use the networks (Huey 93).

Examples of Shopping Networks Some of the most popular networks include programs, which promise to teach people several ways of doing things from their respective homes. For example, they teach people how to fix furniture in their homes without consulting any professionals. In particular, some existent programs include Man Caves and Home Time. com. Other networks include Stylefeeder, Buzillions, ThisNext, Osoyou and Stylehive. People use each of these networks for diverse reasons because of the advantages that the networks offer. For example, one shopping network could offer better prices hence creating a wider market for itself as compared to the others.

Evidently, more people will choose such networks, which have better services in order to have value for their money (Flannagan 1). Common Goods and Services on Shopping Networks Evidently, the shopping networks cannot sell or advertise all goods and services that exist. Therefore, they choose to specialize on certain goods and services, which are more appealing to potential clients. For example, the networks sell beauty products and quality electronics to their clients. People continue to use these networks since they believe that they get the best of the products, which they wish to buy from the networks. In particular, a recent study indicates that female shoppers sort such shopping networks when they wished to shop for excellent jewelry. Consequently, male shoppers use these networks because it saves them the time that they would use in the physical window shopping processes (Huey 93). Disadvantages of Shopping Networks Most of these networks convince potential clients of an easy payment plan after they buy anything from the networks. However, several reports indicate that this is often untrue because of certain hidden charges. Such hidden charges include shipping fees and unique packages for goods that are fragile. Other charges that clients pay for without their knowledge include the respective salaries of the hosts of the programs (Whitfield 48). Additionally, the networks human resources deny clients certain opportunities to inspect the product, which they wish to buy. Consequently, this practice presents setbacks to these shoppers because of the possibility of buying poor quality goods. Moreover, most of the networks do not have suitable compensation policies if the goods are faulty (Bellows and Smith 66). Conclusion Shopping networks are a current innovation, which interest most people. Therefore,

improvements in the existent networks are paramount in an effort to serve people better. Moreover, marketing professionals need to create more networks that would in turn prevent congestions in the networks. Works Cited Bellows, Mary, and Derek Smith. Do It for Yourself. Toronto: Methuen, 2005. Print. Bonasia, James. " Not Your Father's Infomercial TV Shopping Networks Thrive by Making Purchases More Entertaining." Investor's Business Daily, pp. A08. 2010, Apr 26. Web. 26th July 2012. Flannagan, Michael. " Scripps Networks Plans to Place Current On-air Staff on New Shopping Channel." Knight Ridder Tribune Business News, pp. 1-1. 2003, Jan 08. Web. 26th July 2012. Huey, Glen. Trim Carpentry for the Homeowner. Cincinnati, Ohio: Betterway Books, 2008. Print. Whitfield, John. People Will Talk: The Surprising Science of Reputation. Hoboken, N. J: J. Wiley, 2012. Print.