

Credit Cards: An Interdisciplinary Survey

[Get access >](#)

Gillian Garcia

Journal of Consumer Research, Volume 6, Issue 4, March 1980, Pages 327–337,
<https://doi.org/10.1086/208776>

Published: 01 March 1980 **Article history** ▼

Abstract

The literature on credit cards from the disciplines of economics, finance, law, marketing, and sociopsychology is summarized and integrated, and a model of supply and demand in a rationed market is presented.

This content is only available as a PDF.

© JOURNAL OF CONSUMER RESEARCH

Issue Section: [Articles](#)

You do not currently have access to this article.

Sign in


 [Get help with access](#)

Personal account

- Sign in with email/username & password
- Get email alerts
- Save searches
- Purchase content
- Activate your purchase/trial code
- Add your ORCID iD

[Sign in >](#)[Register](#)

Institutional access

 [Sign in through your institution](#)

[Sign in through your institution](#)

[Sign in with a library card](#)

[Sign in with username/password](#)

[Recommend to your librarian](#)

**Institutional account
management**

Purchase

[Subscription prices and ordering for this journal](#)

[Purchasing options for books and journals across Oxford Academic](#)

Short-term Access

To purchase short-term access, please sign in to your personal account above.

Don't already have a personal account? [Register](#)

Credit Cards: An Interdisciplinary Survey - 24 Hours access

EUR €14.00

GBP £12.00

USD \$16.00

Rental



This article is also available for rental through DeepDyve.