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# The Influence of Emotions on Our Shopping Habits

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The Influence of Emotions on Our Shopping Habits

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### Abstract

Different emotions affect people in various ways, and along with that come multiple coping methods. A common coping method is often referred to as retail therapy. This research study aims to discover how emotions impact our shopping habits. Do more people shop when exhibiting a negative emotion, such as stress or sadness, or a positive emotion, like happy and excited? Is there a difference in attitude about shopping and the use of retail therapy amongst males and females? To answer these questions, participants are asked to complete a survey detailing their most recent purchases, and the emotions they were experiencing at the time of purchase.

### The Influence of Emotions on Our Shopping Habits

Why is shopping such a prevalent and valued activity? Is it because having new things is fun and exciting? Or is it simply because we are programmed to shop? Are we being influenced by advertisements on television and in popular magazines? Or is it by our favorite celebrities with their flashy designer clothes and shoes? Are we just emotional creatures who use shopping to take a negative or depressing situation and turn it into a festive, positive, happy occasion? These questions, I hope to answer.

The notion of shopping influenced by negative emotions with the intent to better one's mood can best be described as retail therapy. Retail therapy is defined as "the notion of trying to cheer oneself up through the purchase of self-treats" (Atalay & Meloy, 2011) and "wasteful, and a dark side of consumer behavior" (Rick, Pereira, & Burson, 2013). Self-treats range from a variety of things. They can be cars, jewelry, food, or clothes. It all depends on what that individual chooses as a means to pacify their discomfort or make them happy.

Previous research has found retail therapy to be unplanned shopping that is used as a coping method for dealing with the stresses of life (Atalay & Meloy, 2011). It is used to boost one's mood from negative to more positive (Atalay & Meloy, 2011). The decision to engage in unplanned shopping usually occurs more than half of the time at the store location (Ozer & Gultekin, 2014). Unplanned shopping can either be reminder buying (seeing a product in store and remember you no longer have this product at home) or impulsive buying (buying a product without that intention prior to arriving at the store) (Ozer & Gultekin, 2014). Impulse buying, another consumer trait, is influenced by the pre-purchase mood of the consumer (Ozer & Gultekin, 2014). The changes in a consumer's mood determine the fluctuation in amount of

impulse buying of the consumer (Ozer & Gultekin, 2014). Retail therapy is a prevalent behavior among consumers (Atalay & Meloy, 2011).

Previous research has also found that when experiencing negative emotions, such as sadness, people tend to shop in order to acquire comfort (Rick et al, 2013). People experienced less sadness while shopping (Rick et al, 2013). Low self-esteem is a contributing factor to the use of retail therapy as a coping method (Yurchisin, Yan, Watchravesringkan, & Chen, 2006).

Retail therapy can be divided into three categories: compulsive shopping, impulsive shopping and hedonic shopping (Kang & Johnson, 2011). Compulsive shopping is shopping for relief of negative moods (Kang & Johnson, 2011). Impulsive shopping usually occurs when trying to alleviate negative moods (Kang & Johnson, 2011). Hedonic buying is buying due to boredom or a mundane existence and the need for excitement (Kang & Johnson, 2011). For some compulsive buyers, this short-term gratification can later alter to feelings of negativity (Faber & Christenson, 1996). This may be due to feelings of guilt after the purchase has been made, which in turn can drive the need for compulsive buyers to repeat this action creating a cycle of buying for gratification, negative feelings/mood, to compulsive buying to alleviate the negative feelings (Faber & Christenson, 1996).

The hypotheses of this research are: (1) emotions are the primary driving force and necessity is the secondary driving force behind deciding to shop, and (2) gender is not a factor in the use of retail therapy as a coping method.

## Methods

The participants for this research are members of the Kennesaw State University community (students, faculty, friends, and family) ranging from the age of 18-99 years.

Participants took an anonymous, online survey, without a tracking link, generated from Qualtrics, and distributed on social media and via KSU classes to gauge how people shop for clothing. Participants were not asked identifiable information. Each participant was asked to complete the questionnaire by responding to each statement with the number they feel best relates to themselves in relation to the presented statement. Answers were on a five-point Likert scale, 1 (absolutely not like me)-5 (absolutely like me). The total completion time for the survey was approximately fifteen minutes.

Before this research could be conducted, it first needed to be approved by the Kennesaw State University Institutional Review Board (IRB). The research was initially proposed to the IRB and resent by the IRB for correction. After those corrections were made and the proposal was approved by the IRB, the research began.

Sixty-four participants began the survey with fifty-six participants completing the survey. The survey was divided into three sections. The first section consisted entirely of demographics of the participants. Fifty-four percent (54%) of the participants were in the age group 25-34 years. Ninety-two percent (92%) fell into the age bracket of 18-44 years. The survey generated a good parity between males and females. Sixty-seven percent (67%) were female and thirty-three percent (33%) were male. The vast majority of the participants (76%) identified as White/Caucasian. Fourteen percent (14%) were Black/African-American, five percent (5%) were Asian, three percent (3%) were Hispanic/Latino, and two percent (2%) identified as other. The participants who are currently and who are non-students was just about equal with fifty-two percent (52%) of the participants stating they were not students at the time of the survey and forty-eight percent (48%) were students at the time of the survey. The survey asked employment status: fifty-seven percent (57%) were employed full-time, with the distinction of working 30+

hours per week, nineteen percent (19%) were employed part-time, nineteen percent (19%) were unemployed, and five percent (5%) are self-employed. The majority of the participants (57%) are employed full-time: working thirty or more hours per week. This coincides with the majority of participants who are non-students. Employed part-time and unemployed both 19% could be due to the fact that 48% of the participants are students.

After the portion of the survey with demographics, the participants then moved to the heart of the survey. Section two began the first set of questions. The participants were asked to choose the number they felt best represented themselves in regards to each statement. 1= absolutely not like me, 2= not like me, 3= neutral, 4= like me, and 5= absolutely like me. Question 1: "I usually shop when I am happy," received responses of 1= 5% (five percent), 2= 9% (nine percent), 3= 36% (thirty-six percent), 4= 38% (thirty-eight percent), and 5= 12% (twelve percent). Thirty-eight percent (38%) of the participants identified this to be a statement that was characteristic of themselves by selecting "like me" on the given scale. Thirty-six percent (36%) were neutral. Question 2: "I am happiest when I am shopping," 1= 16% (sixteen percent), 2= 41% (forty-one percent), 3= 31% (thirty-one percent), 4= 9% (nine percent), and 5= 3% (three percent). On question 2, the scores shifted to forty-one percent (41%) indicating it is not characteristic of themselves and thirty-one percent (31%) were neutral in regards to the statement. Question 3: "I prefer to shop with a companion," 1= 22% (twenty-two percent), 2= 16% (sixteen percent), 3= 14% (fourteen percent), 4= 29% (twenty-nine percent), and 5= 19% (nineteen percent). This question had variability in all provided responses. Thirty-eight percent (38%) total indicated that it is like them to prefer a companion and forty-eight percent (48%) said that is absolutely uncharacteristic of them, and fourteen percent (14%) were neutral (neither characteristic nor uncharacteristic of themselves) in this area. Question 4: "When I am bored, I

use shopping as entertainment,” 1= 21% (twenty-one percent), 2= 34% (thirty-four percent), 3= 24% (twenty-four percent), 4= 12% (twelve percent), and 5= 9% (nine percent). Fifty-five percent (55%) of the generated answers are absolutely not like me and not like me. This means that more than half of the responses suggest retail therapy is not being used as a means to relieve boredom. Question 5: “Shopping is a stress reliever for me,” 1= 19% (nineteen percent), 2= 39% (thirty-nine percent), 3=18% (eighteen percent), 4= 18% (eighteen percent), and 5= 7% (seven percent). Fifty-eight percent (58%) indicated that this is absolutely not and not like them. Eighteen percent (18%) remained neutral and like them, respectively. Question 6 was a three part question. Part one asked “Approximately how many times did you go shopping in the last two months?” the choices were 1-3 times, 4-6 times, 7-9 times, or 10+ times. The responses were as follows: 1-3 times fifty-three percent (53%), 4-6 times twenty-nine percent (29%), 7-9 times seven (7%), and 10+ times ten percent (10%). Fifty-three percent (53%) of the participants indicated they only shopped 1-3 times in the last two months.

Many factors could be at play as to why more than half of the participants’ shopping trips are infrequent. Some possible reasons could be: long hours at work leave little time to shop, roughly half of the participants are college students, participants possibly cannot afford (monetarily or time) to shop frequently, they have children and families that require large amounts of their time. These factors are unknown because the research did not focus on this area.

Parts two and three reverted back to the original pattern of choosing a number between 1 thru 5. Part two: “I was shopping to make myself happy,” 1= 30% (thirty percent), 2= 30% (thirty percent), 3= 21% (twenty-one percent), 4= 14% (fourteen percent), and 5= 5% (five percent). Sixty percent (60%) of participants indicated that this is not a relatable trait. Part three:



“I was shopping because I was bored,” 1= 32% (thirty-two percent), 2= 32% (thirty-two percent), 3= 14% (fourteen percent), 4= 18% (eighteen percent), and 5= 5% (five percent).

Question 6 part three also had an overwhelming response of sixty-two percent (62%) indicating this is not characteristic of themselves as consumers. From question 6, I gathered that these participants are not only infrequent shoppers but they also do not allow their emotions and mood states to designate if and when they shop. Question 7: “I prefer to shop when I am alone,” 1= 21% (twenty-one percent), 2= 17% (seventy percent), 3= 24% (twenty-four percent), 4= 14% (fourteen percent), and 5= 24% (twenty-four percent). Just as question 3 in section one, this question provided great variability in responses. Twenty-one percent (21%) said that this is absolutely not like them. Twenty-four percent (24%) of the participants remained neutral and another twenty-four percent (24%) found this to be absolutely like them.

Section three was the last set of questions. Like section two, participants were asked to choose the number they felt best represented themselves in regards to each statement. 1= absolutely like me, 2= like me, 3= neutral, 4= not like me, and 5= absolutely not like me. Question 1: “Shopping improves my mood,” 1= 9% (nine percent), 2= 16% (sixteen percent), 3= 45% (forty-five percent), 4= 25% (twenty-five percent), and 5= 5% (five percent). Surprisingly, forty-five percent (45%) of the participants were neutral on this statement. Question 2: “I shop out of necessity,” 1= 0% (zero percent), 2= 9% (nine percent), 3= 11% (eleven percent), 4= 50% (fifty percent), and 5= 30% (thirty percent). Question 2 provided surprising results. None of the participants indicated that this is like them. Almost all, with a surprising eighty percent (80%) of the participants indicated that they do not shop out of necessity. This means that even though these participants are not frequent shoppers when they do it is because of want and desire versus necessity. Question 3: “The appearance of the clothing determines if I will purchase it,” 1= 2%

(two percent), 2= 5% (five percent), 3= 2% (two percent), 4= 39% (thirty-nine percent), and 5= 52% (fifty-two percent). Ninety-one percent (91%) of participants do not let the appearance of the garment determine the likelihood of purchasing the item. Question 4: “The price does not influence if I will buy the clothing item,” 1= 39% (thirty-nine percent), 2= 36% (thirty-six percent), 3= 14% (fourteen percent), 4= 9% (nine percent), and 5= 2% (two percent). As expected, seventy-five percent (75%) of participants do in fact view the price as an influencer of purchasing the item. Question 5: “I shop when I am angry,” 1= 57% (fifty-seven percent), 2= 30% (thirty percent), 3= 5% (five percent), 4= 5% (five percent), and 5= 2% (two percent). In section 2, question 1, only thirty-eight percent (38%) of participants stated they usually shop when happy. However, in section 3 question 5, well over half, eighty-seven percent (87%), of the participants agreed they shop when angry. Question 6: “I shop to escape everyday pressures of life,” 1= 67% (sixty-seven percent), 2= 25% (twenty-five percent), 3= 7% (seven percent), 4= 0% (zero percent), and 5= 0% (zero percent). Ninety-two percent (92%), an overwhelming amount of participants, indicated that they shop to escape everyday pressures. However, in section 2, question 5, participants say they do not use shopping as a stress reliever. These two responses were contradicting. None of the participants found this statement to be unlike them.

To get a better understanding on the influence of retail therapy between the genders, the results were then analyzed by separating the female responses from the male responses.

Female responses:

Fifty-six percent (56%) of female participants were in the age group 25-34 years. Ninety-five percent (95%) were age 18-44 years. Seventy-eight percent (78%) of participants identified as White/Caucasian, fifteen percent (15%) were Black/African American, five percent (5%) were Asian, and two percent (2%) identified as other. None of the female participants identified as

Hispanic/Latino. Fifty percent (50%) of the female participants were students and fifty percent (50%) were non-students. Fifty-one percent (51%) were employed full-time working 30+ hours per week, twenty-four percent (24%) were employed part-time, twenty percent were (20%) unemployed, and five percent (5%) were self-employed.

Section two responses: Question 1: “I usually shop when I am happy,” 1= 0% (zero percent), 2= 13% (thirteen percent), 3= 32% (thirty-two percent), 4= 45% (forty-five percent), and 5= 11% (eleven percent). Fifty-six percent (56%) of females found this to be characteristic of themselves and thirteen percent (13%) did not. Question 2: “I am happiest when I am shopping,” 1= 16% (sixteen percent), 2= 37% (thirty-seven percent), 3= 34% (thirty-four percent), 4= 11% (eleven percent), and 5= 3% (three percent). Fifty-three percent (53%) indicated this was not characteristic of themselves and fourteen percent (14%) indicated that it was. Thirty-four percent (34%) of the female participants remained neutral. Question 3: “I prefer to shop with a companion,” 1= 26% (twenty-six percent), 2= 13% (thirteen percent), 3= 13% (thirteen percent), 4= 32% (thirty-two percent), and 5= 16% (sixteen percent). Forty-eight percent (48%) found this to be characteristic of themselves while thirty-nine percent (39%) did not. Question 4: “When I am bored, I use shopping as entertainment,” 1= 16% (sixteen percent), 2= 32% (thirty-two percent), 3= 32% (thirty-two percent), 4= 13% (thirteen percent), and 5= 8% (eight percent). This statement was deemed uncharacteristic by forty-eight percent (48%) of the female participants and characteristic by twenty-one (21%). Question 5: “Shopping is a stress reliever for me,” 1= 11% (eleven percent), 2= 41% (forty-one percent), 3= 16% (sixteen percent), 4= 27% (twenty-seven percent), and 5= 5% (five percent). More than half, fifty-two percent (52%), of female participants determined this statement uncharacteristic of themselves. Question 6 part one, “Approximately how many times did you go shopping in the last two

months?" 1-3 times= 53% (fifty-three percent), 4-6 times= 32% (thirty-two percent), 7-9 times= 3% (three percent), and 10+ times= 13% (thirteen percent). Question 6 part two, "I was shopping to make myself happy," 1= 24% (twenty-four percent), 2= 34% (thirty-four percent), 3= 18% (eighteen percent), 4= 21% (twenty-one percent), and 5= 3% (three percent). Fifty-eight percent (58%) indicated they were not shopping to make themselves happy versus twenty-four percent (24%) who were. Question 6 part three, "I was shopping because I was bored," 1= 29% (twenty-nine percent), 2= 34% (thirty-four percent), 3= 16% (sixteen percent), 4= 18% (eighteen percent), and 5= 3% (three percent). Sixty-three percent (63%) indicated they were not shopping because they were bored while twenty-one percent (21%) were. Sixteen percent (16%) remained neutral. Question 7, "I prefer to shop when I am alone," 1= 18% (eighteen percent), 2= 18% (eighteen percent), 3= 26% (twenty-six percent), 4= 8% (eight percent), and 5= 29% (twenty-nine percent). The responses from question 7 were variable with thirty-six percent (36%) indicating they do not prefer to shop alone while thirty-seven percent (37%) indicated they do and twenty-six percent (26%) remained neutral.

Section three responses: Question 1, "Shopping improves my mood," 1= 3% (three percent), 2= 14% (fourteen percent), 3= 49% (forty-nine percent), 4= 27% (twenty-seven percent), and 5= 8% (eight percent). Seventeen percent (17%) indicated this is like them and thirty-five percent (35%) indicated it is not like them. However, forty-nine percent remained neutral. Question 2, "I shop out if necessity," 1= 0% (zero percent), 2= 8% (eight percent), 3= 14% (fourteen percent), 4= 54% (fifty-four percent), and 5= 24% (twenty-four percent). Seventy-eight percent (78%) indicated the shopping they do is not a necessity. Question 3, "The appearance of the clothing determines if I will purchase it," 1= 0% (zero percent), 2= 3% (three percent), 3= 0% (zero percent), 4= 35% (thirty-five percent), and 5= 62% (sixty-two percent).

Almost all participants, nine-seventy percent (97%), indicated that the appearance of the clothing is not a determinate if they will purchase the clothing. Question 4, “The price does not influence if I will buy the clothing item,” 1= 46% (forty-six percent), 2= 38% (thirty-eight percent), 3= 14% (fourteen percent), 4= 3% (three percent), and 5= 0% (zero percent). Eighty-four percent (84%) agreed the price does not influence if they will purchase the clothing item. Fourteen percent (14%) were neutral. Question 5, “I shop when I am angry,” 1= 57% (fifty-seven percent), 2= 30% (thirty percent), 3= 5% (five percent), 4= 5% (five percent), and 5= 3% (three percent). Eighty-seven percent (87%) indicated they shop when angry. Question 6, “I shop to escape everyday pressures of life,” 1= 65% (sixty-five percent), 2= 30% (thirty percent), 3= 5% (five percent), 4= 0% (zero percent), and 5= 0% (zero percent). Ninety-five percent (95%) of participants agreed with this statement and five percent (5%) remained neutral. None of the participants disagreed with this statement.

#### Male responses:

Fifty percent (50%) of the male participants fell into the 25-34 years age group. All male participants ranged from 18-54 years. Seventy percent (70%) identified as White/Caucasian, fifteen percent (15%) were Black/African American, ten percent (10%) were Hispanic/Latino, and five percent (5%) were Asian. None of the male participants identified as other. Forty percent (40%) were students and sixty percent (60%) were non-students. Seventy percent (70%) were employed full-time working 30+ hours per week, fifteen percent (15%) were unemployed, ten percent (10%) were employed part-time, and five percent (5%) were self-employed.

Section two responses: Question 1, “I usually shop when I am happy,” 1= 17% (seventeen percent), 2= 0% (zero percent), 3= 39% (thirty-nine), 4= 28% (twenty-eight percent), and 5= 17% (seventeen percent). Forty-five percent (45%) of male participants said this

statement is like them while thirty-nine percent (39%) remained neutral. Question 2, “I am happiest when I am shopping,” 1= 17% (seventeen percent), 2= 44% (forty-four percent), 3= 28% (twenty-eight percent), 4= 6% (six percent), and 5= 6% (six percent). Sixty-one percent (61%) said this is not like them. Question 3, “I prefer to shop with a companion,” 1= 17% (seventeen percent), 2= 17% (seventeen percent), 3= 17% (seventeen percent), 4= 22% (twenty-two percent), and 5= 28% (twenty-eight percent). Half of the participants (50%) said this statement is like them, however thirty-four percent (34%) said it is not. Question 4, “When I am bored, I use shopping as entertainment,” 1= 28% (twenty-eight percent), 2= 39% (thirty-nine percent), 3= 11% (eleven percent), 4= 11% (eleven percent), and 5= 11% (eleven percent). Sixty-seven percent (67%) do not use shopping as entertainment. Question 5, “Shopping is a stress reliever for me,” 1= 33% (thirty-three percent), 2= 33% (thirty-three percent), 3= 22% (twenty-two percent), 4= 0% (zero percent), and 5= 11% (eleven percent). Sixty-six percent (66%) said shopping is not a stress reliever for them. Eleven percent (11%) said that shopping is a stress reliever and twenty-two percent (22%) remained neutral. Question 6 part one, “Approximately how many times did you go shopping in the last two months?” 1-3 times= 50% (fifty percent), 4-6 times= 28% (twenty-eight percent), 7-9 times= 17% (seventeen percent), and 10+ times= 6% (six percent). Half of the participants said they shopped between 1 and 3 times within the last two months. Question 6 part two, “I was shopping to make myself happy,” 1= 44% (forty-four percent), 2= 22% (twenty-two percent), 3= 22% (twenty-two percent), 4= 0% (zero percent), and 5= 11% (eleven percent). Sixty-six percent (66%) did not use shopping to make themselves happy. Question 6 part three, “I was shopping because I was bored,” 1= 39% (thirty-nine percent), 2= 28% (twenty-eight percent), 3= 6% (six percent), 4= 17% (seventeen percent), and 5= 11% (eleven percent). Sixty-seven percent (67%) said they were not shopping

because they were bored. This coincides with the responses from question four in this section. Question 7, “I prefer to shop when I am alone,” 1= 28% (twenty-eight percent), 2= 11% (eleven percent), 3= 22% (twenty-two percent), 4= 22% (twenty-two percent), and 5= 17% (seventeen percent). Thirty-nine percent (39%) said this statement is like them and thirty-nine percent (39%) also said this statement is not like them. The remaining twenty-two percent (22%) were neutral. These responses were similar to the ones received for question three.

Section three responses: Question 1, “Shopping improves my mood,” 1= 18% (eighteen percent), 2= 24% (twenty-four percent), 3= 35% (thirty-five percent), 4= 24% (twenty-four percent), and 5= 0% (zero percent). Forty-two percent (42%) indicated this statement was characteristic of themselves, thirty-five percent (35%) were neutral, and twenty-four percent (24%) indicated it was not. Question 2, “I shop out of necessity,” 1= 0% (zero percent), 2= 12% (twelve percent), 3= 6% (six percent), 4= 41% (forty-one percent), and 5= 41% (forty-one percent). Eighty-two percent (82%) indicated that their shopping is not due to necessity. Question 3, “The appearance of the clothing determines if I will purchase it,” 1= 6% (six percent), 2= 12% (twelve percent), 3= 0% (zero percent), 4= 47% (forty-seven percent), and 5= 35% (thirty-five percent). Eighty-two percent (82%) said the appearance of the clothing do not determine if they will make the purchase. Question 4, “The price does not influence if I will buy the clothing item,” 1= 29% (twenty-nine percent), 2= 29% (twenty-nine percent), 3= 12% (twelve percent), 4= 24% (twenty-four percent), and 5= 6% (six percent). Fifty-eight percent (58%) said the price does not influence if they will buy the clothing item. Thirty percent (30%) indicated this statement is not characteristic of themselves. Question 5, “I shop when I am angry,” 1= 53% (fifty-three percent), 2= 35% (thirty-five percent), 3= 6% (six percent), 4= 6% (six percent), and 5= 0% (zero percent). Eighty-eight percent (88%) of the participants said they

shop when angry. Question 6, "I shop to escape everyday pressures of life," 1= 71% (seventy-one percent), 2= 18% (eighteen percent), 3= 12% (twelve percent), 4= 0% (zero percent), and 5= 0% (zero percent). Eighty-eight percent (88%) indicated they shop to escape everyday pressures of life.

### Findings

From this research, I gathered that my preconceived notions about shopping habits differ from the actual results. Before I started this research, I believed the results I would receive would be overwhelmingly in favor of the use of retail therapy. I believed the results would show the participants to be habitual, compulsive shoppers who use their emotions as justification to shop. On the contrary, I acquired results that showed the use of retail therapy to be quite uncommon. The results did show emotions are still playing a part in shopping habits but to a lesser degree than I previously believed. Participants reported shopping when happy, when angry, and in an effort to escape daily pressure. However, it is unknown if they are aware of these emotions at the time they are shopping. Nor is there an awareness that these emotions are being experienced.

I also learned from this research that shopping is infrequent and that the shopping that does occur is usually not because of necessity. The low reporting of shopping could be accurate. It could also be the survey possibly caused participants to think about their shopping habits causing the low reported numbers.

I also thought I would find that the use of retail therapy by males is just as prevalent as its use by females. The emphasis from society is that retail therapy is a "chick thing" and males do not use it as a coping method, and males only shop because they need something not because they are sad and want to cheer themselves up. The research showed a shared attitude on shopping by both sexes. The overall results of this research on the shopping habits of both males and



females did not show much of a difference. Both males and females reported they do in fact shop when happy, when angry, and when trying to escape the daily pressures of life. Neither group reported being happiest when they are shopping nor did they consider shopping to be a stress reliever. Both groups also reported as low frequency shoppers. At least fifty percent (50%) of both male and female participants reported that in the last two months they had shopped between one and three times. However, the shopping that does occur is not because of necessity nor is it because of boredom. The results also showed that males shopping improves their mood. Forty-two percent (42%) of male participants said shopping improves their mood. Whereas only seventeen percent (17%) of female participants said that shopping improves their mood.

When trying to determine what influences a consumer to purchase an item, the participants were asked about the appearance and the price of the clothing. Ninety-seven percent of female participants and eighty-two percent (82%) of male participants reported the appearance of the clothing item does not determine if they will buy the item. Fifty-eight percent (58%) of male participants and eighty-four percent (84%) of female participants said the price of the clothing item does not influence if they will buy the clothing item. Thirty percent (30%) of male participants reported the price is an influencer if they will purchase the item versus only three percent (3%) of female participants who reported the price is an influencer.

#### Future Research

From this research, participants reported shopping when happy, when angry, and in an effort to escape daily pressure. However, it is unknown if they are aware of these emotions at the time they are shopping, nor is there an awareness that these emotions are being experienced. To get a better gauge of the emotions of shopping, the survey should have included questions that asked the participants how often they shop when happy or angry. Participants also reported they

shop infrequently. The low reporting of shopping could be accurate but it could also be the survey possibly caused the participants to think about their shopping habits, and resulting in the low reported numbers. This was not addressed in the research but could be beneficial for future research. Future research should also ask why shopping occurs if it is not because of necessity. Is it purely based on desire? Are emotions playing a larger role than reported?

The research should have structured some questions that were specifically geared towards men and specifically geared towards women to get a better understanding of their shopping habits. It can also be inferred that shopping between genders is about equal but without those questions directed to the specific gender, it is difficult to come to a definite conclusion on this topic. For future research this needs to be an area to expound upon.

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