

Influence of Retail Therapy upon Shoppers Experience in Organized Retailing at Select Retail Malls in Grater Hyderabad



Prashant Pogul, A. Udaya Shankar

Abstract: We humans live life for attaining happiness by the way of fulfilling our needs wants & desires. We work hard to earn and satisfy all our requirements. We strive to derive a better experience upon our every shopping attempt which we make. Retail therapy in shopping is to improve the shoppers mood or disposition which is seen among people during depression or stress, in normal context it is a small duration-lived habit. Products purchased during period of retail therapy are also referred to as "comfort buys". in shopping experience, human brain apparently releases the chemical known as dopamine, a natural messenger required for the normal functioning of the brain, and it plays dominant role in our ability to experience pleasure and pain. It appears also to have a role in addictive behavior. The most important reason shopping malls are so popular is due to convenience. Which include clothing stores, a food court, movie theaters, etc Shopping might not be good for wallet, but it could be good for health, new research suggests. Walking within the mall between stores, multiplex, food court, gaming zone etc provides better enjoyment experience which ultimately results into shopper's satisfaction. "Therapy" denotes the favorable impact of shopping experience of shoppers at shopping malls, there are indeed psychological rewards. This article discusses about retail therapy from shoppers' experience point of view as depending upon the experience, knowledge & situation the shoppers intend to make compulsive or impulsive buying which impacts behavior of shopper & emotions which are been motivated by desire to fulfill material needs and wants.

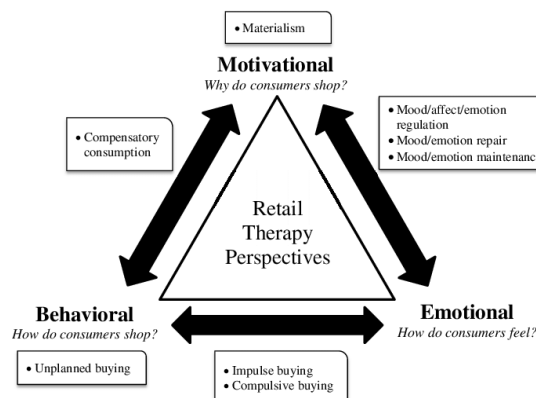
Key words: Retail therapy, shoppers experience, organized retailing, experience pleasure or pain.

I. INTRODUCTION

Retail therapy is basically ironic and semi facetious, acknowledging that shopping hardly qualifies as true therapy in the medical or psychotherapeutic sense. In 1980s the first reference was highlighted at Chicago 1986: "a nation measuring out our lives happiness & sorrow from shopping bags and nursing our psychic ills by retail therapy It is well accepted fact that possibly shopping may provide a short time of comfort (relief from dysphoria),

but also imposes expenditure and also subject to comedown and withdrawal, make it, like opioid use, it might be a therapy or an addiction, based upon whether each person uses it adaptively or maladaptively. Thus Retail therapy originates exists upon spectrum with shopping addiction (compulsive buying disorder). Focusing upon the international statistics about the retail therapy the studies provide that In the year 2001, the European Union study proved that among 33% of shoppers surveyed had addiction to rash or unwanted consumption". At shopping malls Window shopping can offer some more variety of the comforts of shopping and major advantage is that more number of items and many stores can be witnessed, enjoyed without incurring much spending. Retail therapy shopping to relieve stress is one of the most common activity. According to the Huffington, among developed people use retail therapy to relieve stress. For majority of us shopping and buying yourself a treat uplifts interest levels and, as we learn this works, we feel an impulse to buy something when feeling low. Shopping is not only just conventional form of therapy, it does have strong positive emotional effects on individuals, hence why shopping is so popular. Shopping do relieves stress and anxiety, which can be useful for several individuals. Studies have proved that there are clear benefits to retail therapy. Another reason why people buy things is because it makes them feel good, it repairs mood levels. It's the liberty of making the right decision to buy or not to buy that helps people feel more in control .especially forgirl's Shopping is important because it gives means of escaping stress and to gain positivity in life.

Conceptual Framework:



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Interpretation of Chart:

from the above chart it can be specified as experience plays very important role the positive experience leads to better psychological feeling and happiness which impacts moods and emotions compulsive buying & impulsive buying which will impact emotions and behavior which are been strongly motivated by material desires. Hence this research focuses upon shoppers experience towards retail therapy a positive experience leads to positive psychological rewards & total satisfaction of shoppers at malls.

II. LITRATURE REVIEW

Retail therapy has been defined as an activity that uplifts individual's spirit and gives an immediate positive emotional response through shopping (Lonsdale, 1994). Shopping type of therapy for characteristics (i.e., self-gift motivation, unplanned buying attitude and consciousness towards prices), were selected as antecedents of retail therapy because these factors are not related to consumers' emotion or mood, which have been widely studied into retail therapy. *Self-gift motivation* is positively related to *retail therapy*. Self-gift motivation is presented when consumers desire to "relieve stress" (Atalay&Meloy, 2011)." That is, self-gift motivation includes a therapeutic desire to motivate oneself at very high level. Hence, gifting self motivation is expected to have a positive relationship with retail therapy. *Unplanned shopping tendency* is positively related to *retail therapy*. Unplanned buying is closely associated to the senses of getting boredom, distress, and anxiety. Thus, consumers who have a high unplanned shopping tendency chronically purchase goods or are consumed during shopping itself to overcome negative feelings (Saleh, 2012). Unplanned shopping attitude is expected to have a positive relationship with retail therapy. *Price consciousness* is negatively related to *retail therapy*. Price consciousness means giving preference to price to shop at lower prices . (Lichtenstein et al., 1993). Since retail therapy is involved in shopping itself, shoppers with high price consciousness may not be intended to engage in retail therapy or make an impulse purchase. Hence price consciousness will negatively impact retail therapy.

Individuals completed two formats of consumption that focused on the temporal aspects of the shifts in mood as a result of the purchase of self-treats. It shows that the advantages of retail therapy are positive, irrespective of shopping made was planned or unplanned. Factors to justify retail therapy motivations, such as feeling mood swings etc. This area is very less highlighted to draw connecting link between personal characteristics and retail therapy. Consequently, this study aims to study antecedents of retail therapy and study the impact of personal characteristics on retail therapy. shoppers because they experience happiness, fun satisfaction shopping. Researchers have specified Consequently, this study aims to study antecedents of retail therapy and study the impact of personal characteristics on retail therapy. Three personal characteristics (i.e., self-gift motivation, unplanned buying attitude and consciousness towards prices),

Compulsive shopping disorder (CSD) is described as excessive shopping cognitions and buying behavior that leads to distress. Is expressed by an obsession with shopping and buying behavior that causes adverse consequences It's making the choice to buy or not to buy that helps people feel more in control. Generally Compulsive shoppers typically are very insecure people with very low self-esteem. People with mood, anxiety and eating disorders the condition is often exhibit symptoms. Compulsive shoppers are known to known to throw away their purchases once they satisfy their need. These shoppers don't mind to dump the leftover. Example overeating and throwing the leftover food. Shopping addiction of shoppers, is compulsive buying disorder, or compulsive shopping, other research proved all human beings have an equal risk of developing the disorder. Compulsive buying behavior (CBB), as shopping addiction, is a mental health status characterized by the excessive, impulsive, and uncontrollable purchase of products in spite of unfavorable , social, occupational, financial factors.

"Most of the population are spending too much on material possessions," The Science of Happier Spending. Some things make us happier than others.

Impulsive Shopping Disorder Impulsive buying is the attitude of shoppers to shop without planning anything in advance. Impulsive buying means making an unplanned purchase. It is an irrational thinking. Generally Marketers make all their attempt to tap this behavior of customers to maximize sales. Consequently, more users fall victim to impulse buying. In effect, impulsive buying causes both positive and negative outcomes. Firstly, the buyer may feel fulfilled after obtaining a satisfying product .At the same, time, he or she may suffer from unplanned spending that may disrupt his or her financial stability. A Person's Personality, pleasure, and product connections can all together lead to impulse buys. Impulse buying is a common behavior in present context .the constant Increases in impulsive buying behavior will ultimately result as a response to negative feelings such as depression or week self-esteem. few shoppers who buy for such kind of reasons say that they do to overcome void or obtain control upon life. The buying decision of a product is taken in fraction of seconds. This purchases behavior occur among variety of products. The shopper may all of suddenly decide to buy, for example, a candy, shoes, shades, perfume, or big products like bike. Retailers commonly place these items near the checkout counters of shopping malls, filling stations, and other retail outlets. Products such as instant eatables, chocolate, snacks and candy, for example, are impulse goods. Research proved that person's emotions & feelings play a vital role in purchasing, triggered by observing the product or after reading well designed promotional message. An impulse is a powerful desire, and it's important for retailers. While positioning shopping malls to satisfy peoples planned and unplanned purchases, shopping malls should increase basket sizes and increase sales & improving their overall shopping experience.

Emotional Shopper Disorder Emotional shopping disorder in this shopper at times, is driven by emotions while buying certain products. In such cases, the shopper does not bother to make intelligent or right decision. He is generally carried away by various emotions. Shopping motive is indeed urge to satisfy a desire of want, need which makes people to shop. basically every purchase is backed by buying motive advertisement It focuses to the thoughts, feelings, emotions and instincts, arouse in the shopper a desire to buy an article. Thus Emotional spending comes into picture when we buy something we don't need and, in some cases, don't even really want, due to feeling stressed out, bored, under-appreciated, incompetent, and unhappy or any number of other emotions we make purchases.

III. RESEARCH METHODOLOGY

Objectives of Research

1. To understand the Concept of Retail therapy towards shopping malls.
2. To study the Importance of Retail therapy upon shoppers experience at shopping malls.
3. To know the various advantages of Retail therapy upon shoppers at shopping malls.

Research Questions

1. What is the concept of Retail therapy?
2. What is the importance of Retail therapy for shoppers at shopping malls?
3. What are the advantages of Retail therapy?

Hypothesis for Study

H1: There will be a significant difference in the shoppers experience towards retail therapy among both the genders.

H0: there will be no significant difference in the shoppers experience towards retail therapy among both the genders.

H2: There will be a significant difference in shoppers experience towards retail therapy across all the age groups.

H0: There will be no significant difference in shoppers experience towards retail therapy across all the age groups.

H3: There will be a significant difference in shopper's tendency to explore retail therapy depending upon income.

H0: there will be no significant difference in shopper's tendency about exploring retail therapy depending upon income.

Table No. 1 Research Mehtodology

RESEARCH DESIGN	DESCRIPTIVE RESEARCH
SAMPLE DESIGN	
SAMPLING FRAME	Consumer who shop at shopping malls at Hyderabad.
SAMPLING UNIT	Consumers from various age groups, gender, locations, income levels, & educational backgrounds.
SAMPLING SIZE	100 Shoppers
SAMPLING METHODS	Purposive sampling
DATA COLLECTION METHODS	
PRIMARY DATA	Survey method
SECONDARY DATA	respondents and journals and websites.
TYPE OF SCHEDULE	Structured Questionnaire with suitable scaling.

TYPE OF QUESTIONS	Likert scale , close ended and multiple choice questions.
STATISTICAL TOOL USED	anova

Research Instrument

Questionnaires were divided into 3 parts.

PART A– relating to demographic information of respondents.

PART B– choice to visit shopping mall for purchase of product or for entertainment and also about expenditure related.

PART C– contained Likert scale to measure impulsive buying, compulsive buying , emotional buying& material motivation influence on shoppers experience at shopping malls from experiential concept point of view.

Table 2. Demographic Profile Of Sample Respondents

DEMOGRAPHIC		NO.of Respondents Frequency Percentage	
Gender	Male	50	50
	female	50	50
Total		100	20
Age Group	16-25 years	20	20
	26-35 years	20	20
	36-45 years	20	20
	46-55 years	20	20
	Above 55 years	20	20
Total		100	100
Marital Status	Single	10	10
	Married	77	77
	unmarried	13	13
Total		100	100
Educational Qualification	SSC	12	12
	Inter diploma	11	11
	degree	34	34
	P.G	43	43
Total		100	100
Occupation	House wife	13	13
	Private job	63	63
	Government job	1	1
	Business	8	8
	Retired	6	6
	student	9	9
Total		100	100
Family size	single	20	20
	couple	16	16
	Couple with 2 children	33	33
	Couple with parents	11	11
	Joint family	20	20
Total		100	100

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Monthly Family Income	Rs 10000-20000	10	10
	Rs20001-30000	11	11
	Rs30001-40000	37	37
	Above 40000	42	42
Total		100	100

Table No.3 Anova- Gender

Sum of Squares	df	mean	sqr	F	sig
I think overall mall operational system is arousing my curiosity to end up by having a huge shopping.	.640	1	.640	2.690	.104
	23.320	98	.238		
	2	99			
I feel it is the best place to hang out with family, friends, and relatives as one stop junction to chill out in weekend finally which ends into shopping.	3.610	1	3.610	13.035	.000
	27.140	98	.277		
	30.750	99			
The placing of exclusive showrooms in the mall for big brands makes me to think of lot of options available and also latest trends happing in fashion.	.490	1	.490	2.488	.118
	19.300	98	.197		
	19.790	99			
The mall environment is effecting the moods & merchandise emotions positively.	.090	1	.090	.626	.431
	14.100	98	.144		
	14.190	99			
I think of exploring new brands for shopping in the mall.	.000	1	.000	.000	1.000
	16.040	98	.164		
	16.040	99			
Day by day I think my expectations towards shopping mall is increasing.	.010	1	.010	.080	.777
	12.180	98	.124		
	12.190	99			
The act of making a perfect choice of products upgrades once lifestyle.	.010	1	.010	.062	.804
	15.780	98			
Total	15.790	99	.161		

Table No. 4 Anova - Age

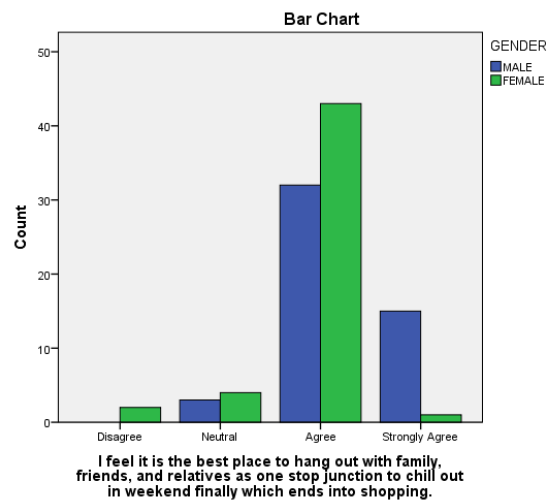
Do you feel that set forth Impulsive parameter making great impact upon buyers decision making?	3.040	4	.760	1.423	.232
	50.750	95	.534		
	53.790	99			
COMPULSIVE - I feel this mall has friendly & knowledgeable personnel which makes me to shop.	9.140	4	2.285	4.265	.003
	50.900	95	.536		
	60.040	99			
I feel personnel promptly respond to queries	1.860	4	.465	1.141	.342
	38.700	95	.407		

provokes me to shop.	40.560	99			
I feel the service at billing counters is fast to make quick shopping.	.800	4	.200	.380	.822
	49.950	95	.526		
	50.750	99			
The service of shopping mall is better than what I expect.	5.760	4	1.440	3.526	.010
	38.800	95	.408		
	44.560	99			
This mall offers value added services.	4.740	4	1.185	2.854	.028
	39.450	95	.415		
	44.190	99			
This mall provides excellent customer service.	4.860	4	1.215	3.346	.013
	34.500	95	.363		
	39.360	99			
Do you feel the Compulsive buying disorder is characterized by excessive shopping cognitions and buying behavior that leads to distress or impairment?	3.740	4	.935	2.014	.099
	44.100	95	.464		
	47.840	99			
Do you feel the over all compulsive buying factors ,overwhelming urge ,an inability to resist the temptation to shop will end into compulsive shopping?	3.140	4	.785	1.841	.127
	40.500	95	.426		
	43.640	99			
EMOTIONAL - I feel the receiving of customer & face to face interaction is positive and strong to make customer comfortable while shopping.	2.960	4	.740	2.751	.032
	25.550	95	.269		
	28.510	99			
I think overall mall operational system is arousing my curiosity to end up by having a huge shopping.	1.060	4	.265	1.099	.362

Table No.5 Anova Monthly household Income

Do you think the overall Emotional Buying factor are creating impact upon buying decision?	.606	3	.202	1.162	.328
	16.704	96	.174		
	17.310	99			
UNPLANNED - I think the mall makes great positive impact on inspiring the customers.	4.058	3	1.353	5.310	.002
	24.452	96	.255		
	28.510	99			
For me shopping mall means good quality products .	1.029	3	.343	.879	.455
	37.481	96	.390		
	38.510	99			
Point of purchase display at mall triggers	4.091	3	1.364	4.103	.009
	31.909	96	.332		

a reminder to go for shopping.	36.000	99			
I feel that unplanned buying is making the major impact upon shoppers happiness and joy.	3.759	3	1.253	2.640	.054
MATERIALSIM	45.551	96	.474		
MOTIVATIONS Do you believe strongly that acquisition of products & services necessary for happiness in life.	49.310	99			
Impulsive and compulsive are the two phenomena reflected upon emotions and behaviour which are been motivated by material desires and goals to repair once mood to overcome stress & anxiety by the way of having positive shopping experience.	5.042	3	1.681	2.841	.042
I feel that Material motivational buying is making the major impact upon shoppers aspiring for joy, happiness & satisfaction..	56.798	96	.592		
	61.840	99			
	2.717	3	.906	1.717	.169
	50.643	96	.528		
	53.360	99			
	2.661	3	.887	1.470	.228
	57.929	96	.603		
	60.590	99			
	2.661	3	.887	1.470	.228
	57.929	96	.603		
	60.590	99			



Count

COMPULSIVE - I feel this mall has friendly & knowledgeable personnel which makes me to shop.	Total
Strongly Disagree	1
Disagree	6
Neutral	14
Agree	64
Strongly Agree	15
Total	100

Table No-8 AGE Cross Tabulation

COMPULSIVE - I feel this mall has friendly & knowledgeable personnel which makes me to shop.	AGE		
	16-25	26-35	36-45
Strongly Disagree	0	0	1
Disagree	0	0	4
Neutral	3	3	2
Agree	14	13	13
Strongly Agree	3	4	0
Total	20	20	20

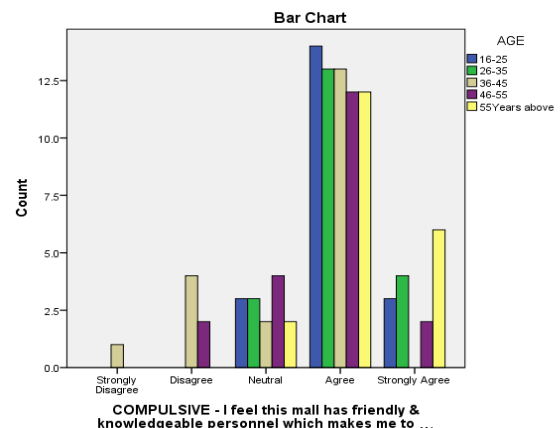
a. Listwise deletion based on all variables in the procedure.

Table No-6 Reliability Test
Reliability Statistics

Cronbach's Alpha	N of Items
0.923	33

Table No-7 GENDER Cross tabulation

		GENDER		Total
		MAL E	FEMA LE	
I feel it is the best place to hang out with family, friends, and relatives as one stop junction to chill out in weekend finally which ends into shopping.	Disagree	0	2	2
	Neutral	3	4	7
	Agree	32	43	75
	Strongly Agree	15	1	16
Total		50	50	100



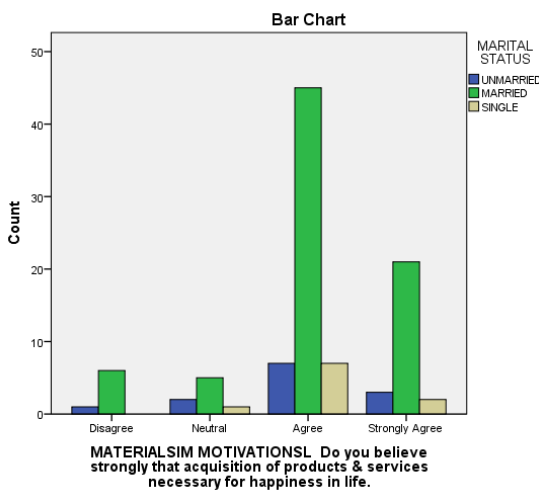
Count

COMPULSIVE - I feel this mall has friendly & knowledgeable personnel which makes me to shop.	AGE	
	46-55	55Years above
Strongly Disagree	0	0
Disagree	2	0
Neutral	4	2
Agree	12	12
Strongly Agree	2	6
Total	20	20

MATERIALSIM MOTIVATIONS Do you believe strongly that acquisition of products & services necessary for happiness in life.	Total
Disagree	7
Neutral	8
Agree	59
Strongly Agree	26
Total	100

TABLE NO-9 MARITAL STATUS Cross tabulation

MATERIALSIM MOTIVATIONS Do you believe strongly that acquisition of products & services necessary for happiness in life.	MARITAL STATUS		
	UNMARRIED	MARRIED	SINGLE
Disagree	1	6	0
Neutral	2	5	1
Agree	7	45	7
Strongly Agree	3	21	2
Total	13	77	10



IV. FINDINGS

a. From the above analysis it is found that there is significant difference in the shoppers experience towards retail therapy among both men and women upon exploring retail therapy. - at table no.3

b. There is significant difference in shoppers approach towards experiencing therapy across all the age groups.- at table no.4

c. There is a significant difference in shopper’s tendency to explore retail therapy depending upon income as its true practically higher income people are highly motivated by materialistic needs towards upgrading their lifestyle focusing unlimited wants .-at table no. 5

d. The data satisfies the reliability criteria – at table no.6

e. The cross tabulation bar charts also reflects the similar analysis’s representing income impacting upon retail therapy experience.

V. STATEMENT OF THE PROBLEM

The aim of Retail therapy is to provide positive effects of shopping experience, towards every attempt of shopping, ultimately should result into grater psychological rewards.

VI. CONCLUSION

from the above all discussion it can be concluded as retail is a kind of therapy which provides psychological rewards like happiness , satisfaction, joy etc with oneself also making greater stronger bond between relationships among friends , couple & family ultimately making life holistically happy. as we noticed impulsive and compulsive are the two phenomena reflected upon emotions and behavior which are been motivated by material desires and goes to repair once mood to overcome stress & anxiety by the way of having positive shopping experience.

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Pursuing Research for PhD on Experiential Marketing of shopping malls form KL university. Published article titled Interface of experiential marketing shoppers behavior and loyalty in organized retailing study of select retail malls in grater Hyderabad in Jour of Adv Research in Dynamical & Control Systems, Vol. 10, 08-Special Issue, 2018

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