

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 |
| Family size | single | 20 | 20 |
| | couple | 16 | 16 |
| | Couple with 2 children | 33 | 33 |
| | Couple with parents | 11 | 11 |
| | | 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

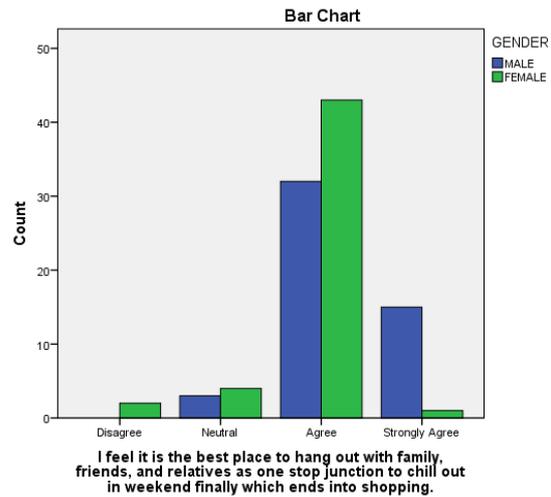
| | | | | | |
|---|--------|----|-------|-------|-------------|
| Do you feel that set forth Impulsive parameter making great impact upon buyers decision making? | 3.040 | 4 | .760 | 1.423 | .232 |
| | 50.750 | 95 | .534 | | |
| | 53.790 | 99 | | | |
| COMPULSIVE - I feel this mall has friendly & knowledgeable 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 MOTIVATIONS Do you believe strongly that acquisition of products & services necessary for happiness in life. | 45.551 | 96 | .474 | | |
| 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. | 49.310 | 99 | | | |
| I feel that Material motivational buying is making the major impact upon shoppers aspiring for joy, happiness & satisfaction.. | 5.042 | 3 | 1.681 | 2.841 | .042 |
| | 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 |

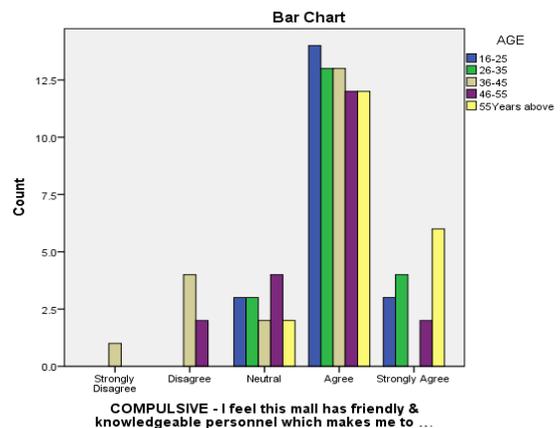
a. Listwise deletion based on all variables in the procedure.

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 |



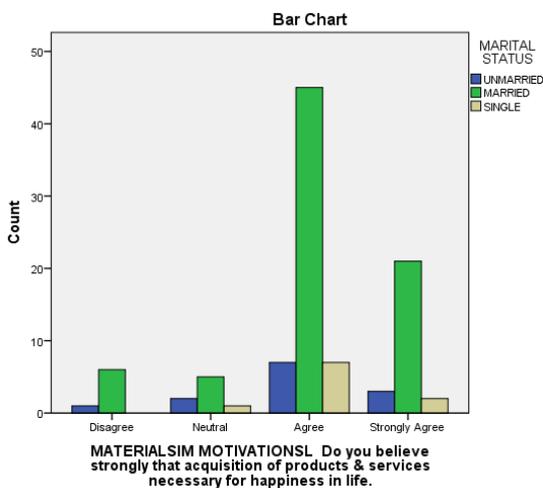
Count

| 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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