Perceptions Of Shopping

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Introduction

Our study:

What is retail therapy?

- Definition: Shopping with the main purpose to alleviate negative moods



What are the benefits?

- Purchasing items releases dopamine, serotonin, and endorphins
- Shopping gives you a sense of control, distracts you from daily stressors, encourages you to exercise and interact with others (*Why 'Retail Therapy' Works So Well*, 2024))

What are the disadvantages?

- Benefits are not long-lasting
- There is a fine line between retail therapy and problematic shopping behavior (people cannot stop shopping and use shopping as a go-to way of dealing with issues) (*Why 'Retail Therapy' Works So Well*, 2024))

Hypothesis:
People's scores on BSAS will inform us on their differences in mood after scenarios.

Result: BSAS & Mood

BSAS compared to mood results of scenario 1 & 2:

- The BSAS has a positive but not significant correlation to the results of mood, $r(19) = .331$, $p = .143$

BSAS compared to mood results of scenarios 3 & 4:

- The BSAS has a negative and not significant correlation to the results of mood, $r(21) = -.039$, $p = .859$

Method

Independent Variable –
Shopping experiences assessed with the BSAS scale.

> "The Bergen Shopping Addiction Scale (BSAS) is an assessment tool developed to evaluate the behaviors associated with compulsive buying and the possibility of shopping addiction. It comprises a set of statements to which respondents are asked to gauge their agreement or disagreement, aiming to illuminate the patterns and frequencies of shopping behavior that may suggest an addiction. By quantifying these behaviors, the BSAS provides a structured approach to understanding how shopping habits might deviate from the norm and potentially impact an individual's life."
> Bergen Shopping Addiction Scale (BSAS)

Dependent Variable –
Mood change assessed using scenarios on modes of shopping, shopping budgets, positive factors occurring prior to shopping, and negative factors occurring prior to shopping

Experimental Design

What was the basic procedure?

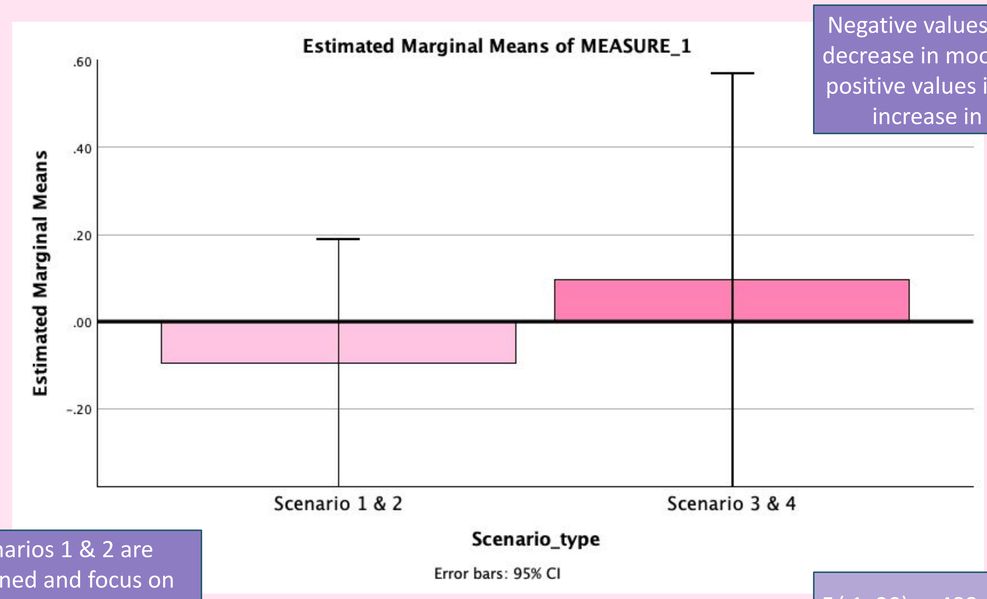
- First participants completed a modified BSAS to assess individuals' shopping behaviors prior to scenarios
- Then participants were randomly assigned two of the four scenarios and asked questions about them
- Finally, the participants filled out a questionnaire on their shopping habits and demographics

One of the scenarios:

> **Scenario #4:**
> Imagine you failed an exam you had been studying for weeks, and now you're failing the class. You had plans with your friends to go to the mall, so you met them there as your afternoon activity. You notice your favorite store has the jeans you've been eyeing for weeks in stock. You decide to purchase them, then have dinner with your friends, and head home for the night.
>
> **Question asked before and after:**
> Rate your mood on a scale of 1-5, with one being "I feel awful" and five being "I feel amazing."

Results of Bar Graph

Mood ratings before and after scenarios 1 & 2 (Practical Shopping) versus before and after scenarios 3 & 4 (External Factors)



Negative values indicate a decrease in mood whereas positive values indicate an increase in mood

Scenarios 1 & 2 are combined and focus on **practical shopping** and Scenario 3 & 4 focus on **external factors**

$F(1, 20) = .488$, $p = .493$

Discussion

- The results show that people were exposed to negative and positive effects of shopping did not significantly affect overall mood of the participants which did not support our hypothesis
- Men showed more negative moods towards shopping than women

Future Research

- Specify an age range for future findings
  - Looking more into adults ages 30+
- Observational study to look at shopping attitudes without intrusion
- Further research behind shopping addiction like development and how it comes to be

Our Findings

- Females are more likely to have their mood be affected by shopping
- Those who reported a SES of middle class had a positive correlation with mood compared to those who reported any other SES
- The majority of participants reported their race as white (65.2%, missing: 34.8%)
- The majority of participants reported their employment status as student (87%, missing: 13%)

Limitations

- Limited amount of participants
- Even with randomization, many participants received scenario 3 more frequently than other scenarios
- Limited amount of time to complete the survey
- Class survey was long and participants were unable to finish it
- There were considerable more participants who reported their gender as Female than Male

Conclusion

There is a correlation between mood and BSAS, however the results show that it is not statistically significant.

References

Bergen Shopping Addiction Scale (BSAS) https://psychology-tools.com/test/bergen-shopping-addiction-scale.

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Why 'Retail Therapy' Works So Well. (2024, December 10). Cleveland Clinic. https://health.clevelandclinic.org/retail-therapy-shopping-compulsion.

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