

The Emotional Dimensions of Retail Therapy: A Literature Review

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ARTICLE INFO	ABSTRACT
<p>Keywords: Emotional Dimention, Emotional Communication, Retail Theraphy, Consumer-behaviour</p> <p>DOI: http://dx.doi.org/xxx</p> <p>Received: July 30, 2024</p> <p>Reviewed: August 8, 2024</p> <p>Accepted: August 22, 2024</p>	<p><i>The phenomenon of retail therapy, where shopping is used as a method to improve mood and alleviate stress, has gained significant attention across various disciplines such as psychology, marketing, and sociology. This literature review aims to explore the emotional dimensions of retail therapy and its function as a form of emotional communication. Research indicates that retail therapy is driven by emotional needs, where individuals use shopping to express, manage, and communicate their emotions. Key findings highlight that retail therapy provides immediate mood improvement and can aid in long-term emotional regulation. The act of shopping, influenced by internal emotional states and external stimuli like advertisements and social media, serves as a coping mechanism for dealing with stress and negative emotions. Social interactions during shopping, whether with friends or store staff, enhance the emotional benefits by providing support and a sense of connectedness. Moreover, digital communication and social media significantly shape retail therapy experiences, influencing consumer behavior through online reviews, social interactions, and marketing strategies. The scoping review methodology employed in this research allows for a comprehensive analysis of existing studies, identifying gaps and providing insights into the multifaceted role of retail therapy in emotional regulation and communication. Overall, retail therapy emerges as a complex, emotionally driven behavior that offers significant psychological benefits, emphasizing the need for further research to understand its impact on consumer well-being and behavior.</i></p>

1. Introduction

The pressures of everyday life frequently prompt people to take action to cope with stress and improve their emotional well-being (Kim & Chang, 2023). One increasingly common practice is retail therapy, which involves going shopping to overcome negative feelings or enhance mood (Gulam Hazmin, 2022). Retail therapy involves not only the purchase of goods, but also the overall shopping experience, which can provide emotional satisfaction and comfort (Melindra & Aprianingsih, 2016; Zulauf & Wagner, 2021). Retail therapy is a term used to describe shopping as a way to improve mood or reduce stress (Lee, 2015).

Retail therapy is frequently motivated by emotional demands. Internal messages, such as feelings, desires, and emotional needs, might have an impact on a person's decision to choose retail therapy. This process includes how people convey their own feelings to themselves as well as how they respond to external stimuli like advertisements or friend recommendations

(Lee, 2015). Retail therapy, or shopping with the intention of improving one's mood and alleviating emotional distress, is a popular approach for many people to find relief. Retail therapy is more than a worthless hobby; it is a worthwhile undertaking that provides psychological benefits to its users (Atalay & Meloy, 2011).

According to a Forbes article, a survey conducted by Deloitte involving 114,000 adults across 23 countries revealed that nearly 80% of respondents reported making at least one splurge purchase in the past month to improve their mood. This finding highlights the widespread practice of retail therapy as a means of emotional relief. The survey indicated that this behavior transcends demographics, occurring across various age groups, income levels, and genders (Pamela N. Danziger, 2023).

The finding of a 2014 study published in the *Journal of Consumer Psychology*, retail therapy not only makes people happy right away, but it can also help with long-term depression (Rick et al., 2014). Overall, the findings suggest that engaging in shopping, especially through decision-making, can serve as an effective method for mitigating feelings of sadness. Retail therapy has a strong connection to emotional communication since there are several opportunities for individuals to express their emotions and experiences. Similar to research conducted on Korean consumers investigates the rise in revenge consumption of luxury products by Korean consumers during the COVID-19 pandemic. These findings highlight that when individuals experience a lack of control, anxiety, or fear, they seek measures to recover their psychological state through luxury purchases (Kim & Chang, 2023).

The significance of retail therapy in the context of emotional communication should not be disregarded. Retail therapy serves as a coping technique, allowing people to manage and express their emotions through consuming. Emotional communication relates to how people manage, express, and communicate their emotions. In an increasingly connected digital world, social media and online reviews have become increasingly important in shaping retail therapy experiences (Lee, 2015). The related study explores the impact of online therapeutic shopping motivation and crisis-coping shopping on therapeutic shopping purchases in disruptive situations. It finds that crisis-coping shopping has a stronger effect than online therapeutic shopping motivation. The study highlights cultural differences in purchasing to regulate mood during crises and highlights implications for consumers, managers, and future research (Zulauf & Wagner, 2022).

Retail therapy has garnered significant attention from a variety of disciplines, including psychology, marketing, and sociology. The phenomenon of purchasing arises from people's need to purchase as a coping mechanism for controlling emotions. Emotional communication is an important aspect of this process, as individuals express and manage their emotions through purchasing activities. In today's digital age, emotional communication through retail therapy is increasingly influenced by social media, online reviews, and emotion-targeted marketing methods.

2. Literature Review

Anne Bartsch and Susanne Hübner present a model of emotional communication in which emotional communication is defined as a process of mutual influence between communication partners' emotions. Emotional communication contains four working definitions, each based on a distinct theory of emotion, and an integrative framework is developed to connect the definitions with the underlying theories. This concept divides emotional communication into

three interconnected layers of complexity: 1) Associative schemata, 2) intrinsic stimulus-response patterns, and 3) symbolic meaning (Bartsch & Hübner, 2005).

Emotional communication contains complex dynamics, emphasizing the mutual influence of emotions between communication partners. This study integrates various emotion theories, including appraisal, neuroscience, prototype, and social constructivist approaches, to propose a model that outlines three levels of cognitive complexity: reciprocal activation of emotional brain systems, activation of emotional scripts, and symbolic negotiation of emotions. Considering the complexity of emotional processes, emotional communication requires the synthesis of symbolic and non-symbolic communication ideas. Comprehensive understanding of emotional communication necessitates an integration of both symbolic and non-symbolic communication theories, acknowledging the diverse nature of emotional processes (Bartsch & Hübner, 2005).

One of the main ideas that came out of the collaborative attempts to study emotions is that they are social and communicative phenomena at their core, not just personal, inside sensations (Geber & Hefner, 2019). Individuals communicate not simply to provide knowledge, but also to share their emotions (Supriyadi et al., 2024). Social constructivists believe that emotional knowledge is represented through symbolic expressions, with rules governing the application of emotion words to specific situations and actions (Van Kleef, 2008). Emotions are shaped by rules that define the kinds of persons, situations, and actions to which the emotion word applies and are represented in particular ways (Bartsch & Hübner, 2005). Emotions are considered social roles, and individuals cannot self-ascribe emotions at will. Emotional roles must be authorized and reciprocated by others, and emotional communication is a process of symbolic negotiation of emotions (Van Kleef, 2008). Emotional communication theory implies that emotions exist as a fact of socially shared reality, and the existence of an emotion in others' heads is as constitutive to the emotion as the person having it (Bartsch & Hübner, 2005).

Emotional communication is a heterogeneous phenomenon with no single communication theory covering all levels of communication. It requires a concept that includes innate co-orientation processes and reciprocal expectation formation based on emotional scripts. The controversies surrounding emotion and communication make emotional communication a promising subject for communication theory and research (Bartsch & Hübner, 2005).

Retail therapy is driven by internal emotional communication needs such as feelings, wants, and emotional requirements. Retail therapy is a combination of internal communication and response to exterior stimuli like commercials or friend recommendations. Individuals' emotional needs and moods influence their purchasing decisions (Lee, 2015). Here are several indicators of retail therapy in emotional communication, including;

- 1) Expression of Emotions

Retail therapy is used as a way to express emotions that are difficult to express in words. When an individual is feeling sad, stressed or angry, they choose to shop as a way to vent or distract these feelings. This process is a form of non-verbal emotional communication (Lee, 2015).

- 2) Self-understanding

Through retail therapy, individuals can communicate with themselves about what they need or want to feel better. This involves reflection and self-awareness, which is an important part of internal emotional communication (Lee, 2015).

3) Emotional Validation

Buying certain items can provide a sense of emotional validation. For example, buying new clothes can make one feel more confident and valued. This is a way for individuals to provide emotional support to themselves (Lee, 2015).

4) Comfort Seeking

Retail therapy is often done in search of emotional comfort. The products purchased can provide a sense of security, happiness or nostalgia. For example, buying favourite foods or items that remind you of good memories can be a way to soothe negative feelings (Gulam Hazmin, 2022).

5) Social Interaction

The shopping experience can involve positive social interactions, whether with a friend who accompanies you shopping or with friendly store staff. Positive emotional communication in these interactions can improve mood and provide a sense of connectiveness (Jiang et al., 2019).

6) Social Media and Social Influence

Living in the digital age, a large number of shopping decisions are influenced by what is seen on social media. Through the emotional communication that occurs in the form of likes, comments, and recommendations from friends or influencers, individuals can be influenced to engage in retail therapy (Boon-Long & Wongsurawat, 2015).

7) Self-Reward

Retail therapy is a form of self-reward after facing difficult situations or certain achievements. Self-reward is a way for individuals to communicate to themselves that they deserve something good (Koch & Nafziger, 2009).

3. Research Methodology

Research using the retail therapy literature review approach acts as a type of emotional communication. Literature review is a description of theories, results, and other research materials obtained from reference materials to be used as a basis for research. The purpose of the literature review is to create a clear framework for thinking about how to solve the problems that have been described in the formulation of the problem to be studied (Mahaputra, 2022). The objective of this review is to systematically gather, analyze, and synthesize existing research to understand how retail therapy functions as a form of emotional communication. The research design for this literature review is based on the scoping review framework. A scoping review is chosen because it allows for a comprehensive examination of the extent, range, and nature of research activity on a given topic. This method is particularly suitable for identifying gaps in the literature and for summarizing findings from a diverse range of studies.

The literature review included academic articles, reviews, and books published between 2014 and 2024 and other years as supporting data for the literature review method carried out. The following databases were used to identify relevant literature: Google Scholar, PubMed,

ScienceDirect, Web of Science. These databases were selected due to their extensive coverage of academic journals and research publications in psychology, marketing, consumer behavior, communication and related fields. A comprehensive search strategy was employed to identify relevant studies. Inclusion criteria were used to studies in the review are; studies published between 2014 and 2024, peer-reviewed articles, reviews, and books, studies focusing on the emotional aspects of retail therapy, research that examines the role of shopping in emotional regulation and communication, studies involving both online and offline retail experiences. Exclusion criteria for research in the review included those published before 2014, non-peer-reviewed publications, opinion pieces, and editorials.

Data Extraction from the selected studies were using a standardized data extraction form. The following information was collected are title and author(s), year of publication, study objectives, research design and methodology, key findings related to emotional dimensions of retail therapy, conclusions and implications. The methodology outlined provides a systematic approach to reviewing the emotional dimensions of retail therapy. By using a scoping review framework, this study aims to offer a comprehensive synthesis of existing research, identify gaps, and provide insights into how retail therapy functions as a form of emotional communication.

4. Findings

Emotional communication is an integral part of the retail therapy process, where individuals express and regulate their emotions through shopping. In this context, retail therapy involves not only the purchase of material goods, but also the shopping experience itself that can provide emotional satisfaction. Emotional communication is the process by which individuals express and manage their emotions through various means, including social interaction, self-reflection, and non-verbal expression. This scoping review aims to identify and analyze the existing literature on the relationship between retail therapy and emotional communication.

Retail Therapy as a Form of Emotional Regulation

Study 1, Kacen & Lee (2002) stated that emotions have a significant role in consumer behaviour, and shopping can be a way to manage emotions such as boredom, stress, and sadness. A multi-country survey in Australia, United States, Hong Kong, Singapore, and Malaysia reveals that regional level factors and individual cultural difference factors significantly influence impulsive purchasing behavior (Kacen & Lee, 2002). Studi 2, Atalay & Meloy (2011) found that retail therapy can serve as an emotional regulation mechanism, helping individuals reduce negative feelings and increase positive feelings. Retail therapy, often associated with buying self-treats to boost mood, can be strategically motivated and can lead to mindless shopping. However, it can also be a form of restraint, improving mood. The research suggests that unplanned purchases can have lasting positive impacts on mood, without causing regret or guilt (Atalay & Meloy, 2011).

Study 3, Xu & Jackson (2019) examined the role of retail therapy in reducing stress and improving emotional well-being. They found that shopping can help individuals cope with negative feelings in a constructive way. This study examines how retail therapy can serve as a mechanism for stress reduction and improving emotional well-being, highlighting its effectiveness in helping individuals cope with negative feelings in a constructive way (Xu &

Jackson, 2019). Study 4, Kim & Chang (2023) found that retail therapy can serve as an effective coping mechanism to deal with work-related and personal life stress. This study explores how individuals use retail therapy as a coping mechanism during stressful life events, highlighting its role in managing emotional distress and improving psychological well-being (S. Kim & Chang, 2023).

Emotions play a significant role in consumer behavior, and shopping can help manage these emotions. Regional and cultural differences significantly influence impulsive purchasing behavior. Retail therapy can serve as an emotional regulation mechanism, reducing negative feelings and increasing positive ones. Studies have found that unplanned purchases can have lasting positive impacts on mood without causing regret or guilt. Retail therapy can also help reduce stress and improve emotional well-being, and it can be an effective coping mechanism for work-related and personal life stress.

The Effect of Marketing Communications

Study 5 from Babin, Darden, & Griffin (1994) suggest that effective marketing communications can influence consumers' emotions, making them more likely to engage in retail therapy. A scale measuring utilitarian and hedonic values from shopping consumption was developed through literature review and qualitative research. Data from 404 adults supported construct validity, and correlation estimates showed distinct hedonic and utilitarian shopping value dimensions related to various consumption variables (Babin et al., 1994). Study 6, Dawson & Kim (2009) found that advertisements and promotions that emphasize happiness and convenience can encourage consumers to shop as a way to feel better. This study discusses how marketing communications can influence consumer emotions, potentially leading to behaviors such as retail therapy (Dawson & Kim, 2009). Study 7, Manoharan (2024) found that marketing strategies that utilize emotional narratives can increase consumer engagement and influence their shopping decisions. The research hypothesizes a significant relationship between emotional attachment to brands and purchasing behavior. The study concludes that the future of digital marketing lies in a harmonious blend of AI and traditional storytelling, where AI's data-driven insights complement the authenticity and emotional resonance of narratives (Manoharan, 2024).

Studies have shown that marketing communications can influence consumers' emotions, leading to behaviors like retail therapy. Advertising and promotions emphasizing happiness and convenience can encourage shopping for a better experience. Emotional narratives in marketing strategies can increase consumer engagement and influence shopping decisions. The future of digital marketing lies in a blend of AI and traditional storytelling, where AI's data-driven insights complement the authenticity and emotional resonance of narratives.

Social Interaction within Retail Therapy

Study 8, Arnold & Reynolds (2003) showed that social interactions with friends or store staff during shopping can reinforce the positive effects of retail therapy, increasing feelings of connectedness and social support. This study discusses how social interactions, such as those with friends or store staff, can enhance the shopping experience and contribute to feelings of connectedness and social support, thereby reinforcing the positive effects of retail therapy (Arnold & Reynolds, 2003). Study 9, Hart & Dale (2014) state that interactions with friendly and helpful staff can enhance the shopping experience and provide the emotional support consumers need. This research discusses how positive interactions with store staff can

contribute to a better shopping experience and emotional support for consumers, reinforcing the benefits of retail therapy (Hart & Dale, 2014).

Study 10, Wenzel & Benkenstein (2018) showed that social interactions with friends or store staff during shopping can amplify the positive effects of retail therapy, increasing feelings of connectedness and social support. Social interactions with friends or store staff during shopping can enhance the overall shopping experience, potentially amplifying the positive effects of retail therapy by increasing feelings of connectedness and social support (Wenzel & Benkenstein, 2018). Study 11 conducted by J. Kim et al., (2019) found that shopping experiences that involve positive social interactions with store staff can improve consumers' emotional well-being. This study explores the impact of offline social interactions on online shopping. Results show that overall offline social interactions positively affect online shopping demand, while passive interactions have a negative normative effect (J. Kim et al., 2019).

Studies have shown that social interactions with friends or store staff during shopping can enhance the shopping experience and provide emotional support. These interactions can amplify the positive effects of retail therapy, increasing feelings of connectedness and social support. Studies have also found that positive interactions with store staff can improve consumers' emotional well-being. In conclusion, social interactions with store staff can enhance the shopping experience and improve consumers' emotional well-being, while passive interactions can have a negative normative effect on online shopping demand.

Digital Communication and Social Media Influence

Study 12, Kim & Johnson (2016) found that online product reviews and interactions within online shopping communities can help consumers feel more confident and satisfied with their purchases. This study examines how online product reviews and interactions in online shopping communities can enhance consumer confidence and satisfaction with their purchases, aligning well with your inquiry (A. Kim & Johnson, 2016). Study 13, Lindh & Lisichkova (2018) study examines the impact of expert and influencer consultancy on online shopping intent, revealing that influencer influence alone doesn't increase purchasing intent, but expert advice mediation does. This suggests that consumers seek multiple sources of information, particularly from influencers and experts, to build trust in virtual environments (Lindh & Lisichkova, 2018).

Study 14 Ao et al., (2023) study analyzes the impact of social media influencers' characteristics on customer engagement and purchase intention. Eight factors were identified: homophily, expertise, trustworthiness, credibility, congruence with the product, entertainment value, informative value, and attractiveness. Results showed moderate to high correlations, with entertainment value having the strongest association. The study aims to reduce heterogeneity in influencer marketing research (Ao et al., 2023). Study 16: Ahn & Lee (2024) found that online product reviews and interactions in online shopping communities can help consumers feel more confident and satisfied with their purchases. This study investigates how online product reviews and interactions within online shopping communities can boost consumers' confidence and pleasure with their purchases, in accordance with your request (Ahn & Lee, 2024).

Studies have shown that online product reviews and interactions within online shopping communities significantly enhance consumer confidence and satisfaction with their purchases. These studies highlight the positive impact of engaging with other consumers and reading reviews on overall purchase contentment. Additionally, research into the roles of experts and influencers reveals that while influencer influence alone does not increase purchasing intent, expert advice effectively boosts it. This indicates that consumers trust multiple sources of

information, particularly valuing expert opinions. Furthermore, key characteristics of social media influencers affect customer engagement and purchase intention, with entertainment value showing the strongest correlation. Together, these studies underscore the critical role of online interactions, expert advice, and influencer characteristics in shaping consumer behavior and trust in virtual shopping environments.

Personal Meaning and Self-Reflection

Study 17 from Mick & Fournier (1998) suggest that retail therapy has deep personal meaning for individuals, often related to identity seeking and self-reflection. Interviews with 35 consumers aged 20 to 79 were conducted to investigate their attitudes on technical products. Drawing from literature, paradoxes, postmodernism, clinical psychology, and grounded theory, the findings provide a new conceptual framework on how technological products influence cognizance, emotional reactions, and behavioral coping strategies (Mick & Fournier, 1998). Study 18, conduct by Koch, Alexander (2009) that found self-administered rewards are often used to overcome self-control issues. However, their effectiveness depends on credible threats and enticing rewards. Combining reference-dependent preferences and hyperbolic discounting theories, this study explains how rational individuals can commit to self-rewards, highlighting their power and limitations. The results show why and when self-regulation built on self-rewards can be successful and thus illustrate the power, but also the limits, of self-rewards (Koch & Nafziger, 2009).

Study 19, Compeau et al., (2016) suggest that retail therapy has deep personal meaning for individuals, often related to identity seeking and self-reflection. The findings contribute to the theory on shopping by revealing that shopping helps define participants' individual selves, both the constraining self and the liberating self. It reveals that retail therapy defines individuals' individual selves and negotiates relationships with others (Compeau et al., 2016). Study 19, Shavitt & Barnes (2020) found that the consumer journey metaphor highlights the steps individuals take towards relationships with brands or satisfying shopping experiences. However, in non-Western cultures, these steps are shaped by collectivistic motivation to adapt to norms and expectations. Research shows cross-cultural differences in responses to prices, ads, store displays, retailer reputations, and coupons. These findings suggest that pre-purchase activities, purchase decisions, and post-purchase commitment may differ significantly across cultures (Shavitt & Barnes, 2020).

The studies collectively underscore the multifaceted nature of retail therapy and consumer behavior, highlighting several key conclusions. Retail therapy is deeply intertwined with identity seeking and self-reflection, with technological products playing a significant role in shaping cognition, emotions, and behaviors. Self-administered rewards can effectively address self-control issues, provided they are supported by credible threats and attractive incentives. Retail therapy also serves as a crucial mechanism for defining individuals' identities and managing interpersonal relationships. Furthermore, consumer behavior is significantly influenced by cultural context, with collectivistic motivations in non-Western cultures shaping responses to marketing strategies and affecting various stages of the consumer journey, from pre-purchase activities to post-purchase commitments. These insights offer a comprehensive understanding of how personal, psychological, and cultural factors drive consumer behavior and retail experiences.

5. Discussion

Existing literature suggests that retail therapy plays an important role in individuals' emotional communication. Through shopping, individuals can express, manage and regulate their emotions. Marketing communication, social interaction, social media influence and personal meaning are factors that influence how retail therapy functions as an emotional regulation mechanism. Further studies are needed to better understand how these various elements interact and influence the overall retail therapy experience.

Emotional communication is a key component of retail therapy. It involves mutual influence between the emotions of communication partners, characterized by associative schemata, intrinsic stimulus-response patterns, and symbolic meaning. This model helps us understand the emotional aspects of retail therapy. Retail therapy acts as a way to regulate emotions. Shopping behaviors are driven by emotions and help manage feelings like boredom, stress, and sadness. Retail therapy can alleviate negative feelings and boost positive ones without causing regret or guilt. It also aids individuals in coping with stress, enhancing their emotional well-being. This supports the idea that retail therapy serves as an emotional regulation mechanism, incorporating emotional scripts and symbolic negotiation of emotions.

Marketing communications significantly influence consumers' emotions, affecting their participation in retail therapy. Advertisements that highlight happiness and convenience can encourage consumers to shop for emotional satisfaction. Emotional storytelling in marketing can increase consumer engagement, demonstrating that emotional resonance is crucial in shaping shopping behaviors. Emotional communication, through symbolic expressions or media influences, greatly impacts consumer behavior. Social interactions amplify the positive effects of retail therapy. Positive interactions with friends and store staff can enhance the shopping experience, offering emotional support and fostering feelings of connectedness. Emotional communication is inherently social, and emotions are shaped through interactions and symbolic expressions.

In the digital era, social media and online interactions have a substantial impact on retail therapy. Online product reviews and influencer endorsements can boost consumer confidence and satisfaction. Digital communication in retail therapy expands the traditional view of emotional communication, incorporating technological influences and the idea that emotions are shared and negotiated in social contexts. Retail therapy also carries deep personal significance, involving identity seeking and self-reflection. Shopping experiences help individuals define their identities and manage relationships. This personal dimension of retail therapy relates to internal emotional communication needs, where individuals use shopping to express emotions, find comfort, and validate their feelings.

Retail therapy is a complex phenomenon rooted in emotional communication. It functions as a means of emotional regulation, shaped by marketing communications, social interactions, and digital media. This process involves both symbolic and non-symbolic communication, highlighting the intricate dynamics of emotions in consumer behavior. Retail therapy addresses immediate emotional needs and contributes to long-term emotional well-being and self-identity. Understanding these emotional dimensions is essential, providing valuable insights for both researchers and practitioners in the field.

6. Conclusion

In conclusion, retail therapy is a multifaceted phenomenon deeply intertwined with emotional communication, serving as a mechanism for emotional regulation. Shopping behaviors, driven by emotions, help individuals manage feelings such as boredom, stress, and sadness. This

process not only alleviates negative emotions but also enhances positive ones, contributing to overall emotional well-being. Marketing communications significantly influence consumers' emotions and shopping behaviors. Advertisements that highlight happiness and convenience can encourage consumers to shop for emotional satisfaction. Emotional storytelling in marketing can increase consumer engagement, demonstrating that emotional resonance is crucial in shaping shopping behaviors. Through symbolic expressions and media influences, marketing communications profoundly impact how consumers perceive and participate in retail therapy.

Social interactions during shopping experiences amplify the positive effects of retail therapy, offering emotional support and fostering feelings of connectedness. Positive interactions with friends and store staff enhance the overall shopping experience, reinforcing the notion that emotional communication is inherently social. In the digital age, social media and online interactions have expanded the scope of emotional communication in retail therapy. Online product reviews and influencer endorsements can boost consumer confidence and satisfaction, incorporating technological influences into the traditional view of emotional communication. Additionally, retail therapy carries deep personal significance, aiding individuals in identity seeking and self-reflection. Shopping experiences help individuals define their identities, manage relationships, and validate their feelings. This personal dimension of retail therapy underscores the complex interplay between internal emotional needs and external influences. By addressing immediate emotional needs and contributing to long-term emotional well-being and self-identity, retail therapy highlights the intricate dynamics of emotions in consumer behavior. Understanding these emotional dimensions is essential for researchers and practitioners seeking to delve deeper into the psychological underpinnings of retail therapy.

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