

# How Do Emotions Influence Shopping Behavior?

## ARTICLE |

### eMarketer Editors

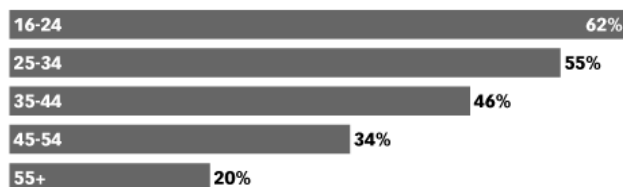
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In the latest episode of "Behind the Numbers," eMarketer analyst Andrew Lipsman discusses how emotions play a role in shopping behavior even if consumers don't think that they do.

In fact, [a recent study from analytics firm Clicktale found](#) that while 78% of UK and US internet users believe they're rational when they shop, another 30% said they shop to calm down. Meanwhile, 74% said they have "stress-shopped" in the past.

#### UK and US Consumers Who Stress Shop\*, by Age, March 2018

% of respondents in each group



Note: \*defined as using shopping as a way to relieve feelings of stress, i.e., retail therapy

Source: Clicktale, "Stress Shopping," June 12, 2018

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