

Future of Retail: SHOPPING ATTITUDES & EMOTIONS

78%

are more likely to save today than spend tomorrow



59%

admit they sometimes spend money when they know they shouldn't



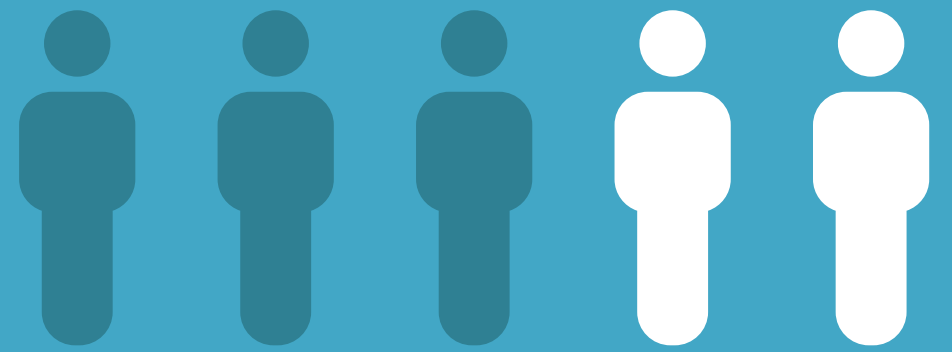
27%

of students consider shopping an emotional outlet



3 in 5 STUDENTS

claim to make good spending decisions



A wide array of emotions and attitudes are associated with shopping

28%

spend more when stressed



54%

spend more when in a good mood

