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Shopping for Things Brings Emotional Benefits

by Andrew O'Connell | 8:30 AM December 25, 2013

Research participants who had viewed a movie clip of a sad scene (the death of a boy's mentor in *The Champ*) registered a **sadness decline of 2.28 points** (on a 100-point scale) as a result of shopping for small quantities of office supplies such as ball-point pens, according to a study led by Scott Rick of the University of Michigan. The research underscores that making shopping choices helps to restore a sense of personal control over one's environment and thus helps alleviate sadness, the researchers say.

SOURCE: The Benefits of Retail Therapy: Making Purchase Decisions Reduces Residual Sadness (http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2119576)