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Research paper



Emotion-Driven Consumption in Digital Retail: A Review of Women's Online Shopping Experience

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Abstract

The growth rates of e-commerce and social commerce have significantly changed consumers, especially women, who frequently engage in online shopping not only for transactions but also as an emotional or metaphorical experience. This review addresses the psychological complexity of shopping online, which includes emotional stimuli and psychological consequences experienced by women. Based on the 2014-2024 research investigations, the review combines the results of the literature on the issue of impulse purchase, online shopping addiction, hedonic motivation, and emotional well-being. It reveals some of the major emotional triggers, including aesthetics, personalized advertising, social media, and the dopamine reward system. It results in positive psychological effects, such as making people feel good and relieving stress, and negative results, later known as buyer's remorse, and ultimately leads to buying more. Moderating factors, digital literacy, social support, and coping strategies are also analyzed during the study. Niche areas of research gaps are recognized as spheres of intersectionality, chronic effects, and culturally diverse outlooks. The review concludes with a focus on the necessity of targeted interventions and educational policies to promote healthier online consumer behavior.

Keywords: *Online Shopping; Women, Emotions; Impulse Buying; Emotional Well-Being; Psychological Impacts.*

1. Introduction

The proliferation of e-commerce and social commerce platforms has significantly transformed contemporary consumer behavior, particularly among women. Online shopping has evolved beyond a utilitarian process to become an effective, immersive, and identity-expressive experience. The development of e-commerce has opened new ways of making consumers relate to products, brands, and market stores. An efficient process involving need-based buying has changed into an exciting thrust of emotional activity, especially for women. Online shopping has intertwined with day-to-day life, life goals, and emotional regulation mechanisms. The psychological and affective aspects of the shift are drastic, and they need closer academic consideration. The review is necessary given the fact that there is a gap in understanding the emotional and psychological triggers of women's behavior in online shops, despite the available literature. According to Paul, Khatri, and Duggal (2024), reviews that make a difference must go beyond a description and synthesis of what has already been done and either construct a clearer conceptual understanding or point to the theoretical work that needs to be done. This review also highlights implications for behavioral economics and market outcomes, linking impulsive buying and emotional triggers to consumer spending patterns, household finance pressures, and retail revenue optimization.

Accordingly, this review is guided by these objectives, such as to identify and map emotional antecedents influencing women's engagement with online shopping platforms, including platform design elements, social cues, and individual psychological dispositions; to examine decision-making processes among women consumers in digital retail contexts, with attention to patterns such as impulsive buying, coping strategies, and deferred payment behavior; to synthesize psychological outcomes, both positive (e.g., gratification, self-expression) and negative (e.g., buyer's remorse, compulsive behavior, emotional fatigue), associated with online shopping; to apply the ADO–TCM framework to integrate theoretical, contextual, and methodological trends in the literature; to identify conceptual gaps and future research directions, particularly related to gendered emotionality, intersectionality, and cultural diversity in online consumer experiences.

Emotional motivation to online shopping (particularly by women) seems to be one of the most popular themes in recent literature. According to the research conducted by Sahetapy et al. (2020) and Iyer et al. (2019), shopping is more than a chore to many female customers; it is a hobby or even therapy. This hedonistic drive is driven by customizations of the experiences, accessibility, and immersion of the digital interface (Dinielli et al., 2023). Online purchases are especially the source of emotional satisfaction and self-care in the case of career women (Sahetapy et al., 2020).

This review investigates the psychological and emotional consequences of online shopping by women, the emotional triggers involved, the consequences which are psychological consequences, both negative and positive, as well as coping behaviors, and research gaps. This

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paper aims to enhance the knowledge of the process involved in the influence of digital retail settings on emotive states, behavioral responses, and well-being in women by amalgamating empirical evidence from the past decade (Dinielli et al., 2023).

There is an increase in impulse purchases in online situations. Contrary to in-store shopping activity, online stores promote impulsiveness through aesthetic thinking, customized advertising, and social justification (Iyer et al., 2019; Czarnecka et al., 2020). The activation of impulsive behavior through the constant sight of appealing imagery, spontaneous offers, and suggestions of consumption leads to the weakening of cognitive control. People tend to make purchases on the spur without rational choice, and the phenomenon is even intensified by the active and engaging character of social commerce websites (Czarnecka et al., 2020).

The convergence between social media and shopping, also known as social commerce, has changed the way people consume, especially women. Consumer choices have increasingly been eclipsed using influencer endorsements, user-generated content, and peer validation (Chen et al., 2020; Chidambaram et al., 2023). The mental toll of seeing this type of lifestyle curation and product placement almost constantly also leads to what researchers report as just the Fear of Missing Out (FOMO). This emotion will not only lead to impulse buying but also a feeling of urgency and dissatisfaction caused by the spite of comparison (Fu et al., 2023).

The neuropsychological element of online shopping is that the very thought of receiving a package, following the delivery, or discounts triggers the release of dopamine in the brain, making it follow an otherwise endless loop of satisfaction (Abdelsalam et al., 2020; Adamczyk, 2021). This expectation usually gives satisfaction to the product itself. These mechanisms equate shopping to some kind of behavior enhancement when the act of purchasing is addicted by emotion (Gulfraz et al., 2022).

According to several studies, a direct connection between digital shopping habits and lowered life satisfaction can be established when such experience evolves into a coping mechanism against stress, anxiety, or pitying oneself (Bisht & Desu, 2024; Adamczyk, 2021; Barta et al., 2023). Such reactions can be associated with low self-regulation, bad moods, and financial insecurity. People can achieve a short-term boost in mood during purchases, and it can be replaced by buyer's remorse, a feeling of regret or shame, placing people in a negative emotional loop (Chen et al., 2022; Barta et al., 2023).

Subsequently, gender discrepancy defines internet shopping in its own way as well. It was determined by Amirtha et al. (2020) that online shopping predictors vary significantly between the genders. Emotional issues, computer anxiety, money attitude, and time on the internet are also the key determinants of purchase behavior in women. In addition, since women are likely to have several roles (work, housewife, etc.), they may find it especially interesting to use online services, both due to time management opportunities and the emotional satisfaction of consuming (Amirtha et al., 2020).

Also, perceived risk is a factor that modulates online shopping behavior in the case of women, especially considering the situations when the family role is more important. As Akram et al. (2021) and Feng & Tong (2022). show, women also take the aspects of risk and trust into consideration during online shopping, and in cases where their decision to purchase certain products or services is due to the phase of their family life cycle.

The works by Iyer et al. (2019) as well as Feng & Tong (2022) also focus on the implications of industry-wide digitalization on consumer well-being. Although web-based platforms have offered freedom of access, location, and diversity, they also come with some challenges of emotional exhaustion, digital fatigue, and psychological addiction. The influence of digital space on positive and negative developments in mental health is increasingly brought to attention, especially since retail has been entering our everyday lives via smartphones and social media.

Lastly, the theory of trust and consumer behavior can provide an idea of why an emotional attachment to brands and platforms leads to repeat behavioral patterns. Not only does trust mediate the attitude toward online shopping, but it also influences purchasing behavior because of emotional triggers (Akram et al., 2021; Feng & Tong, 2022). The COVID-19 outbreak was when emotional consumerism exploded because the pandemic caused a rise in retail (Al Halbusi et al., 2022; El-Jardali et al., 2024), and people turned to it as a means of coping with the stresses it caused (Di Crosta et al., 2021), only once again proving the point that buying helps address psychological distress.

2. Methods

To gather relevant literature, an initial exploratory search was conducted using the databases Google Scholar, Scopus, JSTOR, ScienceDirect, and SpringerLink. Search queries were built using combinations of Boolean operators and keywords such as:

- “Online shopping” AND “emotions”,
- “Impulse buying” AND “women”,
- “Retail therapy” OR “shopping addiction”
- "Digital consumer behavior" AND "psychological impact",
- “Social commerce” AND “FOMO”, and
- “Self-esteem” AND “online purchases.”

Studies that involved their research on online shopping behaviors, examined emotional or psychological consequences, and contained gender-specific data or opinions of women participants, as well as being published in English and involving peer-reviewed journal disciplines, were included in the list of inclusion criteria. Studies that were not related to emotional or psychological constructs or were grounded solely in technological, logistical, and economic models were excluded.

A total of 385 articles were identified, and a screening of the titles and abstracts was conducted on a pool of 98 articles, resulting in 40 full-text articles to be examined. Using thematic fit, exposure to the rigor and contribution to the most relevant categories or emotional reawakens, online addiction, and coping techniques, 26 of these were set to be chosen as the final scholars.

Synthesis of narratives was used to cluster findings pertinently. The typical themes were segregated based on emotional arousal (e.g., esthetics, social approval), psychological sequelae (e.g., guilt, de-stressing), and behavioral impact (e.g., addiction, coping mechanism). These concepts were then identified and used to map how the review would be structured in view of the objectives of the study.

Table 1: Inclusion and Exclusion Criteria

Inclusion Criteria	Exclusion Criteria
Articles focusing on online shopping behaviours	Articles focused solely on technological, logistical, or economic frameworks without emotional or psychological focus
Studies examining the emotional or psychological consequences of online shopping	Studies unrelated to emotional or psychological constructs
Research including gender-specific data, particularly involving women	Studies not including gender-specific observations or lacking reference to female consumer experiences
Peer-reviewed journal articles published in English	Non-peer-reviewed publications, non-English articles, or conference abstracts

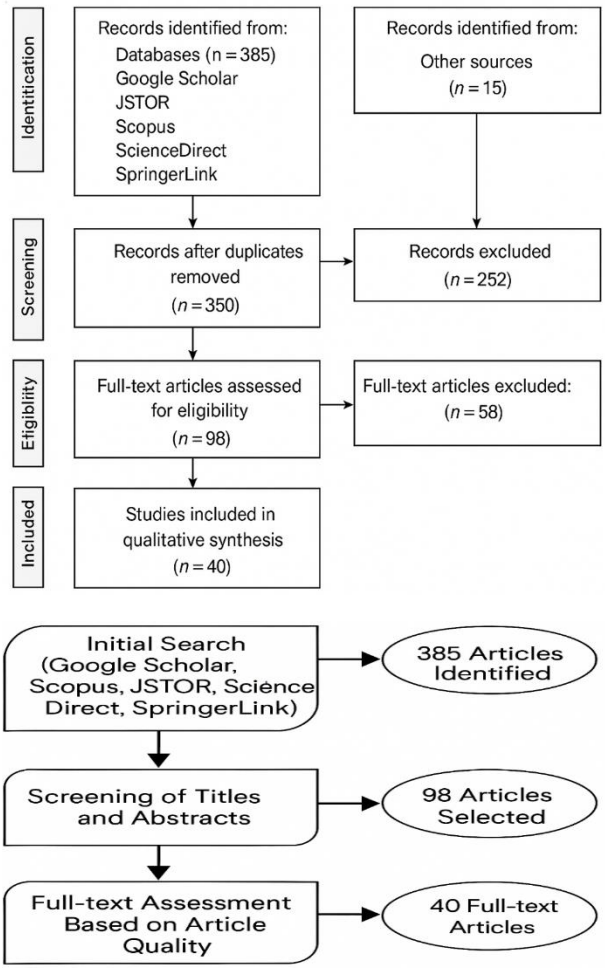


Fig. 1: PRISMA Flow Diagram of Study Selection.

These reviews are much more relevant for underexplored areas of interdisciplinary research, such as emotional online shopping patterns, which span psychology, consumer behavior, and digital media. According to the SPAR-4-SLR framework suggested by Paul et al. (2021), it includes three interdisciplinary steps: assembling (identifying and selecting works), arranging (structuring thematically), and assessing (evaluating their significance and applicability). This replicable and transparent process enhances the methodological rigor of the review and aligns with international standards for literature reviews. As a review, following Paul et al. (2024), it not only involves aggregating knowledge but also aims to support theory development within the ADO (Antecedents - Decisions - Outcomes) framework. This helps organize results and provides a foundation for future empirical research in digital consumer behavior, particularly with psychological outcomes among women.

To enhance contextual diversity, this review acknowledges the over-representation of urban and middle-class women in existing studies. There is a lack of analysis focusing on rural and Global South contexts where socio-economic, cultural, and infrastructural factors significantly shape emotional triggers and online shopping behaviors. For example, studies by Aboagye & Anong (2020) on mobile money adoption in Ghana highlight how digital literacy and trust-building differ in developing regions. Future research should employ stratified sampling and mixed methods approaches to include rural communities and underrepresented demographics

2.1. ADO – TCM framework

The TCM framework was introduced by Paul et al. (2017), demonstrates an extraordinary approach to offer organized perspectives on the construct's theoretical, contextual, and methodological underpinnings, wherein Theories (T) aim at highlighting the theoretical underpinnings and paradigms used to clarify the inter-relationships between the constructs, Contexts (C) represent the real-life conditions that influence the study environment, and Methods (M) define the methodological approaches, analytical tools and frameworks employed for the research study. Likewise, the ADO framework was introduced by Paul & Benito, (2018), illustrates a remarkable means to organize the research results about a construct and its relationships in a structured manner, wherein Antecedents (A) represent the primary factors that influence whether a behavior is engaged in or not, Decisions (D) describe the numerous behavioral performance categories and a construct's dimensionality structure, and Outcomes (O) elucidates the repercussions of engaging in or refraining from a particular kind of behavior (Paul & Kaur, 2023). Thus, using both frameworks cohesively, the current study seeks to offer genuine insights towards advancing the review's comprehensiveness (Tham et al., 2023).

The TCM Framework (Theories, Contexts, and Methods) and the ADO Framework (Antecedents, Decisions, and Outcomes) are academic and conceptual frameworks commonly used in organizational research, strategic management, and information systems to guide inquiry, structure analysis, and explain phenomena.

TCM Framework (Theories, Contexts, and Methods) is a structured approach to designing and evaluating academic research. It ensures that research is grounded in strong theory, conducted within an appropriate context, and uses valid and rigorous methods.

ADO Framework (Antecedents, Decisions, and Outcomes) is a conceptual structure used to analyze decision-making processes by identifying what influences a decision (Antecedents), the Decision itself, and the resulting Outcomes.

The data is extracted using the Antecedents–Decisions–Outcomes (ADO) and Theory–Context–Method (TCM) frameworks. The findings reveal that emotional triggers—such as interface aesthetics, social cues, and personal traits like self-esteem and loneliness—heavily influence women's decision-making behaviors, including impulsive purchases and retail therapy tendencies. Outcomes of these behaviors are affectively ambivalent, ranging from gratification and empowerment to guilt, emotional fatigue, and compulsive shopping symptoms.
Theoretical analysis shows a dominance of stimulus–organism–response models, with underutilized perspectives from emotion regulation and feminist theory. Methodologically, most studies relied on surveys with limited longitudinal or experimental designs. Contextually, the literature skews toward urban, middle-class women.

2.2. Thematic findings using the ADO framework

The ADO framework—Antecedents, Decisions, Outcomes—provided a systematic scaffold to organize the reviewed literature.

a) Antecedents

The psychological and behavioral responses of women to online shopping were consistently shaped by three clusters of antecedents:

- Interface Aesthetics & Platform Design: Studies found that website visual appeal, layout symmetry, typography, and ambient cues such as music or background color had significant emotional effects. Li & Chen (2022) reported that women showed increased arousal and reduced cognitive overload when e-commerce platforms displayed high aesthetic harmony, which translated into more favorable attitudes and higher spending intentions.
- Social and Relational Cues: Several studies highlighted the role of social influence—such as product reviews, influencer endorsements, livestream urgency cues, and online community engagement—in shaping women's emotional responses (Xu & Chen, 2022; Aboul-Dahab et al., 2021). These cues often functioned as both triggers for purchase and emotional validation mechanisms.
- Personal Dispositions and Psychological Traits: Variables such as self-esteem, loneliness, compulsive tendencies, and materialism significantly influenced women's shopping motivations and emotional reactions. For example, Adamczyk (2021) found that high levels of loneliness and low self-esteem were strongly associated with compensatory buying behaviors, particularly in younger women (ages 20–35).

b) Decisions

Behavioral decisions related to online shopping—especially among women—often oscillated between impulse and reflection:

- Impulsive Buying: This emerged as the most frequently studied decision pathway. Influenced by emotional arousal and instant gratification, impulsive buying was strongly correlated with stress, anxiety, or the desire for mood repair (Abdelsalam et al., 2020).
- Coping Mechanisms and Retail Therapy: Several studies framed online shopping as a psychological coping mechanism. Women often used shopping to distract themselves from negative affect or to assert control over their emotional environment (Zhou & Wong, 2014).
- Deferred Payment Decisions: With the rise of Buy Now, Pay Later (BNPL) options, decisions around payment timing have also evolved. These financial decisions—while seemingly rational—were found to reduce short-term cognitive dissonance but contribute to long-term emotional burden (Aboagye & Anong, 2020).

c) Outcomes

The emotional and psychological consequences of online shopping fall broadly into two categories:

1) Positive Outcomes: These included immediate gratification, temporary mood enhancement, increased self-expression, and perceived self-care. When aligned with identity and choice, online shopping reinforced feelings of empowerment and autonomy (Ahi et al., 2023).
2) Negative Outcomes: These ranged from post-purchase guilt and financial anxiety to chronic dissatisfaction, self-blame, and digital fatigue. Studies on compulsive buying (e.g., Lee & Park, 2021) reported strong associations between excessive online shopping and depressive symptoms, particularly when shopping was used as a substitute for interpersonal connection or emotional regulation.

2.3. Theoretical, contextual, and methodological trends (TCM lens)

The TCM Framework—comprising Theories, Contexts, and Methods—offers a structured and integrative approach to designing and conducting academic research. It provides a coherent lens through which researchers can align the foundational, situational, and procedural elements of their studies. This tripartite model ensures theoretical grounding, contextual relevance, and methodological rigor, thereby enhancing the overall validity and contribution of scholarly work.

a) Theoretical

Beyond the S-O-R model, incorporating Emotion Regulation Theory, Feminist Consumer Theory, and Prospect Theory can deepen understanding of how gendered emotionality, loss aversion, and identity dynamics drive online consumption.

The theoretical dimension of the TCM framework pertains to the conceptual underpinnings that inform and guide the research inquiry. This involves identifying and critically engaging with existing theories, models, or conceptual frameworks relevant to the research problem. Researchers are expected to position their study within a theoretical tradition, either by drawing upon established theories to frame their hypotheses and interpretations or by extending or challenging existing theoretical constructs. A review of the theoretical underpinnings across studies revealed a dominant reliance on the Stimulus–Organism–Response (S-O-R) model (29%). Self-Discrepancy Theory, Social Comparison Theory, and the Theory of Planned Behavior followed this. Only a handful of studies explicitly adopted emotion-regulation theory or feminist psychological frameworks, indicating a potential gap in capturing deeper emotional nuances and intersectionality in women's experiences.

Beyond the S-O-R model, additional theoretical perspectives such as Emotion Regulation Theory, Feminist Consumer Theory, and Prospect Theory deepen insights into the role of gendered emotionality and intersectionality in digital retail. Emotion Regulation Theory explains how women use shopping as a coping mechanism for negative emotions, while Feminist Consumer Theory highlights how digital retail platforms reinforce or challenge traditional gender norms. Prospect Theory further connects emotional triggers such as FOMO and scarcity cues with behavioral biases like loss aversion.

b) Contextual

The contextual component emphasizes the importance of situating the research within a specific empirical setting. This includes, but is not limited to, the geographical, organizational, socio-cultural, political, or historical environments in which the phenomena under study occur. Contextualization enhances the interpretative depth of the research and enables the researcher to account for environmental contingencies that may influence outcomes or interpretations. Contextually, research samples provided a bias on urban communities that consist of students in the university or the working population. Although some of those studies covered suburban or rural settings, they did not provide sufficient depth into understanding how economic insecurity or infrastructure limitations influence digital usage and affect emotional results.

c) Methodological

The methodological aspect pertains to the research design, strategies for data collection, and techniques of data analysis employed to address the research questions. Within the TCM framework, methodological decisions should be logically aligned with both the theoretical foundation and the contextual specifics of the study. Methodologically, surveys with standardized psychometric instruments (e.g., compulsive buying scale, PANAS, self-esteem scales) dominated. Only 10 out of 62 studies incorporated longitudinal or experimental designs, suggesting a need for richer temporal data to capture fluctuations in emotion across pre-, during, and post-purchase stages.

Table 2: Summary of Antecedents, Decisions, and Outcomes (ADO) and Theoretical, Contextual, and Methodological (TCM) Trends Across the Reviewed Studies

S. No	Authors	Year	Antecedents (A)	Decisions (D)	Outcomes (O)	Theory Used (T)	Context(C)	Method (M)
1	Abdelsalam, S., Salim, N., Alias, R.A., and Husain, O.	2020	Website-related (e.g., visual appeal, navigation), Marketing (scarcity, vicarious expression), Social (likes, eWOM), Consumer traits (impulsiveness, trustworthiness)	UBI (urge to buy impulsively) leads to actual impulsive purchase depending on moderators like impulsiveness, hedonic features	Urge to Buy Impulsively (UBI), Impulse Buying Tendency, Actual Impulse Buying Behavior	Stimulus-Organism-Response (S-O-R), Social Influence Theory, Flow Theory, Parasocial Interaction, Trust Transfer, Heuristics, etc.	Predominantly Asia (especially China); context includes Facebook, group-buying platforms, mobile S-commerce apps	Systematic Literature Review: quantitative surveys and experimental designs in reviewed studies.
2	Aboagye, J. and Anong, S.	2020	Socioeconomic status, geographic proximity, network infrastructure, and product understanding	Decision to adopt or avoid mobile money and microfinance services based on convenience, trust, cost, and education	Increased but uneven financial inclusion; improved access via mobile money; perceived risk, and limited advanced usage	Ecosystem Model; Technology Acceptance Model (TAM)	Urban Ghana, including diverse consumer groups (market traders, church members, community residents)	Qualitative case study approach with in-depth interviews and focus group discussions
3	Aboul-Dahab, S., Agag, G. and Abdelmoety, Z.H.	2021	Power distance, uncertainty avoidance, individualism, and masculinity are the cultural antecedents influencing ethical ideologies of idealism and egoism.	Consumers form their ethical judgments of online retailers based on their cultural and ethical orientations, which subsequently influence their trust and commitment to continue shopping with those retailers.	Positive ethical perceptions (CPEOR) significantly improve customer loyalty. High idealism reduces trust in e-retailers, while egoism enhances it. The study establishes that ethics perceptions are vital for fostering e-loyalty.	The study draws on Ethical Ideology Theory (idealism and egoism) and integrates the CPEOR framework to explain consumer perception and loyalty.	The research is based in Egypt, a society with distinctive cultural and historical attributes. The setting includes young, educated, and frequent online shoppers familiar with digital platforms.	The study employed quantitative research methodology using SEM-AMOS to test hypotheses. The constructs were measured using validated Likert-scale items, and common method biases were tested using multiple statistical controls.
4	Adamczyk, G.	2021	Key antecedents identified include online shopping frequency, expenditure comparison with offline shopping, gender, age, income, and attitudes towards online shopping.	Consumers may develop compensative or compulsive buying behaviors based on emotional states, accessibility to online marketplaces, and the perceived anonymity and convenience of e-commerce platforms.	The outcomes highlight that compulsive buying is more prevalent among frequent and positively inclined online shoppers. These behaviors have broader implications for consumer well-being and e-commerce regulation.	The study references Rational Choice Theory and behavioral addiction frameworks. It also builds on the Compulsive Buying Scale and German Compulsive Buying Indicator frameworks to conceptualize and measure buying behaviors.	The study was conducted in Poland, focusing on the online shopping behaviors of its general population. It is especially contextualized around rising e-commerce trends and the societal impacts of digital retail environments.	The methodology includes statistical analysis via t-tests, ANOVA, and stepwise linear regression.
5	Ahi, A.A., Sinkovics, N. and Sinkovics, R.R.	2023	Key antecedents include national ICT readiness, policy coherence, institutional quality, digital infrastructure, legal enforceability, and stakeholder	Decisions include balancing domestic regulatory autonomy with international digital trade governance, supporting SME access to global markets, and adopting policies aligned	Effective e-commerce policy leads to improved participation of SMEs and developing countries in digital trade, increased consumer trust, and reduced	The study is grounded in institutional theory, digital trade governance frameworks, and draws from international public policy literature. It integrates	The research has a global scope, with focused analysis on less-developed economies and SMEs. It considers both national and international policy environments	Systematic review combining qualitative thematic synthesis and comparative policy analysis. Sources included scholarly databases and official publications from

			involvement in policy creation.	with broader development goals.	digital divides. It also enhances the ability to meet the UN Sustainable Development Goals through inclusive economic growth.	perspectives on both macroeconomic regulation and micro-level business participation.	and their effects on digital trade inclusion.	intergovernmental organizations
6	Ajiboye, T., Harvey, J., and Resnick, S.	2019	The five key antecedents identified are: (1) social links (relationships and peer connections), (2) ownership-value (perceived benefit or value from interaction), (3) search for information (seeking relevant brand-related data), (4) involvement (customer participation level), and (5) functionality (ease of use and features of the platform).	Consumers decide to engage based on perceived social and informational benefits, convenience, and their psychological involvement. These decisions are influenced by both personal motivations and platform-specific affordances.	Customer engagement leads to improved customer-brand relationships, increased brand loyalty, and enhanced user-generated content and advocacy. It also fosters brand community development and sustains digital interaction	While no single theory underpins all the studies, the review touches on relational exchange theory, social identity theory, and technology acceptance frameworks that implicitly inform the discourse around CEB.	The review spans global studies but is heavily skewed toward Western digital markets and large-scale social platforms such as Facebook, Twitter, and Instagram. It encompasses both B2C and B2B marketing contexts.	This is a qualitative synthesis using systematic literature review methods. It draws on secondary data, focusing on peer-reviewed empirical studies published in recognized academic journals.
7	Akram, Tiron-Tudor, A., Topor, D.I.	2021	The major antecedents tested were perceived ease of use, perceived usefulness, trust in the system, mobility (ability to access services anytime and anywhere), system customization, and customer involvement in shaping services.	The consumer decision to engage with e-commerce was largely influenced by their perceived ease of use of the platform, trust in service providers, and how mobile and responsive the systems were. Millennials especially valued the flexibility and involvement aspects.	The study highlights that effective m-commerce strategies tailored to user trust, mobility, and ease of access can significantly enhance customer engagement and satisfaction. In contrast, mere customization or perceived utility, without trust or usability, does not lead to increased behavioral intention.	The study extends the Technology Acceptance Model (TAM) by integrating additional constructs such as trust, mobility, customization, and involvement, aiming to adapt it to the m-commerce and pandemic context.	This study is based in Romania, an emerging market economy. It focuses on generational differences in digital adoption and highlights how millennials, as digital natives, shape the trajectory of mobile commerce in pandemic and post-pandemic retail environments.	The research uses a structured quantitative survey design followed by SEM for hypothesis testing. It includes reliability and validity checks like Cronbach's alpha, discriminant validity, and fit indices such as RMSEA, GFI, and TLI.
8	Ali, B.J. and Anwar, G.	2021	Antecedents include consumer exposure to various media platforms, pricing perception influenced by digital and social networks, and generational preferences in pricing expectations. Factors such as convenience, trust, and familiarity with digital environments also play a role.	Consumers base their decisions on perceived price fairness, emotional appeal, and product value. Strategic pricing cues can trigger impulsive buying or reinforce long-term loyalty, depending on the context and the type of pricing employed.	The study demonstrates that well-calibrated pricing strategies can enhance consumer engagement and sales performance. By aligning pricing methods with consumer expectations and market trends, companies can improve competitive positioning and customer satisfaction.	The study draws upon behavioral economics, consumer psychology, and pricing theory. It integrates principles of rational choice and perceived value frameworks to understand how customers interpret and respond to pricing cues.	The study is based in the Kurdistan region of Iraq, focusing on a mixed group of consumers, including millennials who are frequent users of digital platforms. The findings are particularly relevant for emerging markets transitioning to online retail environments.	The research employed descriptive statistics, correlation analysis, and multiple regression analysis.
9	Al Hamli, S.S. and Sobaih, A.E.E.	2023	Key antecedents include consumer	Consumers made online shopping	The research concludes that e-commerce	The research draws upon behavioral	The context is set within Saudi Arabia,	The study employs a quantitative

			perceptions of trust and privacy, digital readiness, emotional responses to pandemic stress, ease of access to diverse products, and the availability of flexible payment systems.	decisions based on factors that provided emotional reassurance, variety in product choices, and ease of financial transactions. The pandemic shifted priorities from traditional determinants like convenience and trust to more emotionally and functionally grounded criteria.	businesses must adapt their strategies by enhancing product diversity, integrating flexible and secure payment systems, and addressing psychological needs. These efforts can increase customer satisfaction, retention, and resilience in future crises.	consumer theory, particularly the psychological and functional motivators of online shopping behavior. It incorporates models from digital marketing and retail behavior in crisis settings.	specifically the Eastern Province. It focuses on consumer behavior shifts due to COVID-19 and how these insights can guide e-commerce businesses in similar emerging economies.	methodology involving Likert scale-based surveys, descriptive statistics for reliability testing, and multiple regression for analyzing the influence of independent variables. Sampling was conducted using a convenient approach.
10	Al Halbusi, H., Al-Sulaiti, K., Abbas, J. and Al-Sulaiti, I.	2022	The primary antecedents of customer satisfaction are hedonic motivation, habits, perceived risk, technological trust, and awareness. Each of these variables plays a distinct role in shaping online shopping behavior. Their presence or absence determines how satisfied a consumer feels after using an e-commerce platform. These variables serve as inputs that influence the downstream behavioral outcomes in the model.	Consumers decide to continue using websites based on their satisfaction levels. Their satisfaction is shaped by emotional gratification, past experiences, and perceptions of security. The presence of encouraging word-of-mouth further validates their decision to stay loyal. When WOM is positive, consumers are more likely to recommend and revisit the platform.	The outcome of this study is a better understanding of what influences post-pandemic e-commerce loyalty. The results provide actionable insights for businesses to improve online service delivery. Consumers with high satisfaction and exposure to positive WOM are more likely to continue shopping. Ultimately, technology adoption leads to sustained website engagement and improved digital shopping experiences.	The study builds on the Value-Attitude-Behavior (VAB) framework to explain user behavior. It incorporates concepts from the Technology Acceptance Model (TAM) to address perceptions like usefulness and ease of use. The Unified Theory of Acceptance and Use of Technology (UTAUT) also informs how trust and awareness impact decisions. These theories are merged to model a complete pathway from attitudes to behavioral intentions in a digital context.	The study is set in Qatar, an emerging digital economy with increasing e-commerce activity. It captures the behavioral shifts among both Qatari nationals and expatriates during COVID-19. The local context includes changes in internet use, shopping habits, and digital adoption trends. These conditions provide a unique setting for testing international theories in a culturally distinct environment.	The research uses a quantitative methodology through structured surveys. It employs SmartPLS software for Partial Least Squares Structural Equation Modeling (PLS-SEM). The study includes tests for reliability, validity, and common method bias to ensure robustness. Both measurement and structural models are evaluated to confirm hypotheses.
11	Bartosiak et al.	2025	Social media influence, beauty standards, curated content	Buying non-essential items to fit aspirational identities	Regret, self-esteem impact	Parasocial Interaction, Identity Theory	Europe, Instagram, fashion brands	Qualitative content analysis
12	Bejan	2023	Self-image, beauty product exposure, online aesthetics	Buy to feel validated or attractive	Emotional dependency, compulsive buying	Body Image Theory, Symbolic Interactionism	Urban women, global fashion sites	Thematic qualitative analysis
13	Belanche	2021	Self-reward tendencies, emotional stress, and online access	Use shopping to self-soothe	Short-term mood improvement	Emotion Regulation Theory	Spain; urban women	Surveys and psychological scale correlation
14	Bhatt & Kumar	2024	Post-pandemic stress, remote work isolation	Compulsive shopping as an emotional outlet	Burnout, spending guilt	Behavioral Addiction Theory	India, post-COVID professionals	Mixed-method: interviews + surveys
15	Bisht & Desu	2024	Seasonal depression, self-esteem dips, loneliness	Retail therapy in low-mood periods	Spending spikes, guilt	Mood Regulation Theory	India; SAD-prone regions	Quantitative: Likert-scale surveys

16	Boer et al.	2024	Ideal body norms, social comparison	Buying beauty/fashion to meet the ideal	Emotional exhaustion, recurring purchases	Body Dysmorphia and Marketing Psychology	Global beauty platforms	Literature review + user interviews
17	Budiyanto et al.	2022	Digital saturation, notification fatigue	Taking planned breaks from apps	Reduced impulsivity, increased control	Cognitive Load Theory	Southeast Asia; urban digital consumers	Experimental pre-post design
18	Cheng et al.	2020	Digital loneliness, Gen Z screen time	Compensatory buying to cope with disconnection	Emotional reliance on shopping	Loneliness Theory, Coping Behavior Models	China: young women	Survey of Gen Z consumers
19	Chopra et al.	2020	Influencer marketing, lifestyle envy, validation seeking	Following trends and peer influence	Identity confusion, short-lived satisfaction	Social Comparison Theory	India: fashion/lifestyle consumers	Thematic coding of interviews
20	Consiglio & van Osselaer	2022	Repeated exposure to beauty/fashion marketing	Automatic purchasing habits	Behavioural addiction patterns	Habit Theory, Affective Conditioning	Global; female consumers	SEM; long-term shopper tracking
21	Czarnecka et al.	2020	Stress, anxiety, low control	Using shopping as an emotional escape	Relief followed by remorse	Coping Theory, Self-Control Framework	UK; adult digital buyers	Panel study
22	Danish Habib & Qayyum	2018	Social livestream interaction	Buying for peer recognition	Emotional validation	Media Richness Theory, Self-Presentation Theory	Pakistan; livestream platforms	Participant observation + digital ethnography
23	Das	2024	Scarcity messaging, urgency appeals	Rush buying due to FOMO	Anxiety, regret	Scarcity Heuristic, Prospect Theory	India; e-retailers	Eye-tracking experiment
24	Davis et al.	2021	Peer pressure, digital mimicry	Buying what others post	Temporary emotional boost, long-term dissonance	Mimetic Desire Theory	US; youth segment	Online behavioral analysis
25	Deng et al.	2023	Personalization, user interaction	Livestream purchases via real-time engagement	Sense of community, pressure to repeat	Self-Determination Theory	China; livestream platforms	Mixed methods
26	Dogra et al.	2023	Identity transitions (e.g., motherhood, retirement)	Use of shopping during personal transitions	Emotional instability, temporary relief	Life Course Theory, Identity Change Theory	India; life-stage-focused	Surveys + interviews
27	Dwi & Utami	2023	Workplace stress, female responsibilities	Shopping as a reward or emotional break	Self-worth improvement	Reward Sensitivity Theory	Indonesia: working women	Survey-based
28	Eneizan et al.	2020	Emotional distress, boredom	Shopping as stress relief	Improved mood, distraction	Hedonic Consumption Model	Jordan: young adults	Online questionnaire
29	Ebrahim	2020	Time-bound offers, perceived social pressure	Purchase to feel included	Guilt, fatigue, dissatisfaction	Temporal Discounting Theory	MENA region; youth shoppers	Behavioral data analytics
30	Gao & Sai	2020	COVID isolation, digital boredom	Shopping during lockdown as an escape	Spike in screen dependency	Crisis Consumption Framework	China; lockdown period	Digital diary + interviews
31	Jadhav et al.	2020	Fear-based messaging	Purchase out of urgency or fear	Regret, remorse	Fear Appeal Theory	India, mobile ad users	Quasi-experiment
32	Jiang & Macintyre	2025	Mood tracking, self-monitoring	Delay or control purchase via mindfulness	Reduced impulse buying	Mindfulness-Based Emotional Regulation	UK; mobile app users	App analytics + user feedback
33	Kusumawardhani et al.	2025	Financial education, budgeting awareness	Spending control and intention shift	Decreased impulsivity	Financial Literacy Theory	Southeast Asia; 30–45 age group	Survey study
34	Larranaga & Valor	2022	Eco-consciousness, climate anxiety	Buy sustainable goods for emotional comfort	Happiness, moral satisfaction	Moral Licensing Theory	Spain; eco-consumers	Survey-based
35	Lee & Song	2020	UX design, visual appeal	Continue browsing/buying in low-anxiety setups	Increased time on site, positive mood	UX Design Theory	South Korea; e-platform UI	Usability tests
36	Luo & Wong	2017	Cart-building, anticipation	Feel-good effect without purchase	Satisfaction, mood elevation	Dopamine Theory, Anticipation Reward Theory	Hong Kong; shopping platforms	Observational analysis + user logs
37	Miah	2024	Postpartum identity confusion	Buying to affirm a new self	Compulsive patterns, relief + guilt	Identity Theory, Behavioral Addiction	Bangladesh: New mothers	In-depth interviews

38	Mundel et al.	2023	Beauty influencer comparison	Purchase to match influencer image	Self-esteem fluctuation	Social Comparison Theory	US; beauty consumers	Survey and modeling
39	Schultz	2024	Package anticipation cues	Reactivity to updates, tracking	Dopamine spikes, emotional engagement	Anticipatory Affect Theory	Germany; mobile apps	Lab experiment
40	Tambe & Dey	2021	Intersectionality (caste, gender, sexuality)	Online shopping as identity assertion	Marginalized satisfaction	Intersectional Feminist Theory	India; LGBTQ+ and caste-minorities	Qualitative focus groups

The independent variables were aesthetic appeal, personalized advertisements, social media contact, and influencer posts. All these are emotional triggers because they evoke arousal, pressure, or a sense of belonging. Website design elements such as typography, color, and symmetry, along with social approval markers like reviews and likes, play a role in initiating shopping behavior. The moderating and mediating factors include perceived risk, digital literacy, self-esteem, coping skills, and family responsibility. These factors influence how emotional stimuli translate into behavior. For example, women who are more digitally or financially literate tend to recognize signs of manipulation, while those with low self-esteem or experiencing emotional distress are more vulnerable to impulsive purchases. In the context of online shopping behavior among women, outcome measures encompass both positive psychological impacts, such as enhanced mood, feelings of empowerment, self-reward, and overall emotional well-being, as well as negative consequences, including financial anxiety, buyer's remorse, compulsive purchasing tendencies, and emotional fatigue. These outcomes extend beyond the psychological domain to encompass behavioral and financial dimensions, underscoring the intrinsic interconnection between emotional states and consumption patterns. Analyzing these variables and their interrelationships facilitates context-specific understanding of the emotional dynamics underpinning women's online shopping experiences, offering insights that exceed the explanatory power of conventional quality-based evaluations.

3. Emotional triggers in online shopping

3.1. Marketing and emotional appeal

One of the strongest emotional appeals in web shopping is how marketing can be designed in direct reference to a consumer on an affective level. On the one hand, instead of informational advertising, digital retailers offer penetrating and emotionally appealing, immersive marketing experiences, in which a lot of attention is paid to aesthetics, user experience (UX) design, and customized recommendations.

Appealing looks, colorful art, and even thought-through sets of things on display are all meant to create an atmosphere of emotional attachment. According to Deng et al. (2023), such factors as vividness, interactivity, and media richness of websites apply significantly to the increased impulse buying tendencies. Such aspects increase the sense of the value of the product, but they also decrease cognitive control, resulting in impulsive choices.

Besides aesthetics, UX design and personalization algorithms are the tools for influencing the mood of consumers and choice-making. Whenever users see products that correlate to their prior viewing history, preferences, or perceived requirements, they feel as though the platform is somehow cognizant of their individuality. The satisfaction with the shopping outcome in this sense is rewarding (Alwiyah et al., 2024; Ali & Anwar, 2021). In addition, call-to-action messages like optimal stock messages (i.e., Only 2 are left in stock), limited-time sales, and discounts portray stress and show people a sense of urgency that compels them to make decisions without planning (Das, 2024). These emotionally appealing settings are most effective on a female consumer. Studies conducted on female consumers reveal that female shoppers are very prone to affective cues when shopping (Amirtha et al., 2020). Displays of goods in forms that fit in a beautiful design raise the emotional connection and decrease the resistance of buyers, thus making emotionally stimulated purchases more frequent.

3.2. Social media influence

Social approval, which has been demonstrated by likes, shares, and comments, achieves the emotional satisfaction that consumers will get when they spend their money on trending or endorsed products. The desire to meet ideal or perfect beauty or lifestyle ideals further escalates by influencers showing off desirable lifestyles, which makes the audience want to fit in. Influencer marketing is, in that regard, both a social signal and an emotional incentive to the followers, insidiously persuading them that not only is such a product something that they want, but even something that they need to acquire a specific identity or status (Chopra et al., 2020).

One such popular tendency in this area is the Fear of Missing Out (FOMO). It is developed through time-bound offers, drop culture, and incessant reminders of what others may be purchasing or posting (Dutot & Lichy, 2022). The prevalence of FOMO has a severe impact on online purchasing patterns since it makes the shopper feel emotionally compelled (Ebrahim, 2020). As Abdelsalam et al. (2020) and Aboul-Dahab et al. (2021) claim, social commerce platforms could create an increased level of urgency and excitement, which, in turn, stimulates spontaneous and impulsive purchases.

Besides, livestream e-commerce, especially among young women, allows interaction with sellers and influencers in real time. According to Deng et al. (2023), the feelings of peculiarity and desire to express oneself as consumer traits prompt emotional involvement in the process of livestream shopping. These experiences are social shopping simulations, which further blur the distinction between pleasure and business. Thus, any repetitive shopping will become deeply enforced through the social validation loop in which people purchase items with the hope of being recognized, or in a digital peer group. Such behavior is motivated not just by the necessity of the product or a commodity, but it is also facilitated by the emotional satisfaction derived from the experience of being seen, accepted, and validated (Danish Habib & Qayyum, 2018; Davis et al., 2021).

3.3. Anticipation and reward mechanism

In addition to the external stimuli, neuropsychological mechanisms that are internal also contribute to an essential part of emotional shopping. Just by browsing around, putting just about anything in a cart, and waiting until it is shipped, the dopamine reward system is brought online, outputting much pleasure and anticipation.

The emotional reward system starts even prior to the actual purchase. Understanding this phenomenon, according to Adamczyk (2021) and Al Halbusi et al. (2022), turns out to be quite simple, as anticipation of purchasing an item of interest to a consumer usually creates even greater psychological pleasure, as compared to the actual possession of it. The reason is that the brain perceives anticipation as some kind of gratification, and the process of simply sitting and thinking that you are waiting to receive a package is an enjoyable experience.
Platforms play into this expectation by giving real-time tracking, guesstimated delivery progress counters, and unwrapping images. Owing to each of these design features, it helps maintain an emotional involvement beyond the period of the transaction. Akram et al. (2021) explain that the existence of such emotionally reinforcing mechanisms favors the practice of online shopping as a retail therapy, especially in women who experience stress or emotional distress daily.
The reward mechanism may be self-rewarding at those times when people are in an emotionally vulnerable situation, i.e., during an anxious period, lonely, or with low self-esteem, and can assume bigger roles in compulsive shopping (Belanche, 2021; Bisht & Desu, 2024). The consumer is programmed to feel good after a shopping experience, so that a cycle of consumption as a coping mechanism continues to be established.

4. Psychological outcomes of online shopping

4.1. Positive outcomes

Online shopping is not only a convenience. It is also emotional, self-expression and empowerment in the eyes of many women. Among the notable advantages is relieving stress. Listening, reading, and responding to the prompts while browsing, choosing, and making online purchases act as a kind of temporary distraction from the pressures encountered in everyday life (Eneizan et al., 2020). It enables one to disconnect from work, caring, or emotional exhaustion (Akram et al., 2021; Chavadi et al., 2023; Chen et al., 2022. Having been called retail therapy, such a coping mechanism has also been associated with better regulation of emotions and less stress (Adamczyk, 2021).
Another positive outcome is self-reward. Shopping, especially online, is the way women tend to reward themselves after attaining a milestone or after going through stressful phases and boost their spirits (Sahetapy et al., 2020). Such hedonic-motivated purchases increase self-esteem and control, providing people an individual satisfaction.
Moreover, online shopping may result in mood improvement and high self-efficacy. The expectation to get an order and the satisfaction of unpacking the boring excite the reward mechanisms in the brain, especially the dopamine pathway (Lee & Lee, 2019). The research indicates that online shopping may help one feel a sense of control and emotional satisfaction when other forms of gratification are scarce (Akram et al., 2021). Lastly, most of the women feel empowered and independent when they shop online. It allows making the decision on personal terms without being influenced by sales conditions and yet provides the opportunity to be flexible on the schedule (Amirtha, 2020).

4.2. Negative outcomes

Online shopping has psychological costs, even though they are offset by its usefulness. One of these problems is anxiety about spending more. Coupled with the ease of purchase, payment options on credit, and strategized advertisements, unplanned purchases always result. This may cause financial regret and feelings of guilt as well as long-term stress related to money (Bisht & Desu, 2024; Budiyanto et al., 2022; Fraundorf et al., 2023).
Buyer's remorse is also another common effect. Online shoppers are likely to develop regrets at the time of choosing to purchase certain items because they either have inflated expectations or lack financial capability (Astuti & Nindyaswari, 2022; Barta et al., 2023).
Another problem that is not quite evident yet equally important is decision fatigue. The online options are enormous, and one must continuously evaluate them, which is tiresome. Price comparison, review reading, and tab switching may overwhelm users and decrease their decision-making quality, causing emotional burnout (Chetioui et al., 2020). Such an effect is especially noticed in women who might already have a decision-making overload in another stream of their life, like family or job.
They come with the adverse effects of the purchases that, in most cases, are made amid emotional weakness, like a state of loneliness, sadness, and stress. Although purchasing can provide a temporary solution to the problem, it is typically met with emotional disappointments, which further enforces a maladaptive coping performance (Czarnecka et al., 2020; Daroch et al., 2021).

4.3. Online shopping addiction and compulsivity

Among the less positive consequences of the psychological nature, the development of online shopping addiction and compulsive online purchases must be ranked. Such trends are described as repetitive and emphatic buying that is hard to restrain. It can be said that compulsive buyers frequently feel the urge to shop, which is not easily regulated by rational self-regulation, despite a harmful effect on their budgets, connections, or mental well-being (Gulfraz et al., 2022).
Shopping addiction is mostly driven by an emotional motive, a monetary reason, or a complex, ranging from boredom to anxiety, insecurity, and low self-worth (Bryła et al., 2022; Budiyanto et al., 2022). In the event of shopping as a form of escape or mood management, it can develop into addiction-like patterns, craving, withdrawal symptoms, and the urge to spend more so that they can obtain an emotional high.
In most instances, shopping compulsivity is significantly correlated with self-esteem and body image. Negative self-perception usually includes using web shopping as a method of trying to enhance both the way women see themselves and how they are perceived by others, especially when purchasing beauty products or fashion items (Bejan, 2023; Consiglio & van Osselaer, 2022). This propensity is worsened by the idealized values and aesthetics popularized across social media, which invite women to purchase products not because they necessitate them but rather to fit them into idealizing standards (Bryła et al., 2022).
A study shows that pathological Internet shoppers have an increased proneness to indicate depression, anxiety, and harmful conduct symptoms (Goslar et al., 2020; Beyens et al., 2021). Their purchases cease to become periodical cheer-up actions but become obligatory emotional responses that interfere with well-being.
Moreover, the involvement and individuality of the e-commerce sites add to this cycle. A steady signal, shopping cart reminders, and an algorithmic recommendation allow the consumer to be operationally distracted and psychologically chained to repeated shopping (Aw et al., 2021). Emotions, rather than needs, drive consumption in this cycle.

5. Coping mechanisms and moderating factors

5.1. Coping strategies

The most popular trend is mindful shopping, according to which people raise their self-awareness preceding a purchase, during a purchase, and after a purchase. It involves building wish lists as opposed to impulsive purchases, spending caps, waiting on purchases, or the implementation of budgeting apps and finance online applications to monitor expenses. These habits assist individuals in becoming purposeful and less indecisively motivated by convincing sales pitches (Erjavec & Manfreda, 2021)

Digital detoxification is another good idea- a temporary leave from e-commerce systems or social media. Women can get rid of the stimulation of emotions by narrowing the distances to targeted advertising, flash sales, and advertising by influencers, so that they regain control over their consumption drive. Behavioral recalibration can also be assisted through scheduled time-off apps or disabling push notifications (Bisht & Desu, 2024).

Modelling the shopping experience differently may be useful in certain instances. Rather than resorting to shopping as an extrinsic goal or coping mechanism, women can alter their shift in focus to other emotional modes, including journal writing, exercise, or craft creations etc. All these replacement activities are the same emotional needs that give rise to relieving stress or enjoyment without the monetary or mental costs of addiction (Budiyanto et al., 2022).

5.2. Role of social support

Social support networks are very important in modulating shopping behavior. Discussing the topic of spending with family or friends may give women a level of emotional accountability and different points of view and allow them to think about the necessity of the purchases or whether choices were being made because of emotions. Since conscious consumption is an expression of intentionality, talking to people about budgeting, saving goals, or even online shopping temptations can feel like a normalization of the behavior, and a release of isolation or the guilt that goes with it (Bejan, 2023).

Online communities and peer groups also act as a defense. Support forums, groups on digital well-being, and financial planning communities provide women with a secure place to talk about their experiences of the stress of shopping and the advice of others. This feeling of community makes people emotionally free and dependent upon consumption and makes their decisions healthier (Bryła et al., 2022).

5.3. Awareness and digital education

The main buffering variable against the temptations of online shopping is digital literacy, the capacity to comprehend how online platforms use one to manipulate their behavior. The growth in user awareness of the uses of algorithms and the concept of targeted advertising, as well as persuasive design (e.g., scarcity cues or messages of urgency), has placed users in a better position to combat emotional manipulation (Feng & Tong, 2022; Hamli & Sobaih, 2023).

Knowledge of how data is used by the platforms to influence consumer decisions gives women the opportunity to be more critical of e-commerce settings. Such methods as identification of a pattern of manipulations, inferno browsing, or mindful restriction of data sharing contribute to the maintenance of psychological autonomy (Chen et al., 2021).

Furthermore, a conscious understanding that people are shopping to relieve stress when everything is going wrong, when they are bored, or are afraid, is a step toward realizing it does not work before making a purchase. Building this emotional intelligence is the determinant towards the long-lasting resistance of impulsive or compulsive shopping (Dogra et al., 2023).

6. Research gaps

A great number of studies are devoted to the immediate emotional functions of impulse buying, mood upgrades, or buyer's remorse (Chen et al., 2021). Nonetheless, little has been concluded about the long-term emotional consequences of long-term online shopping behavior.

There is limited research on the way shopping behavior will change with the change of life stages, e.g., as a new mother, losing a job, and what life after retirement is like, because all these life changes are potentially influencing emotional values and coping strategies. Moreover, in most publications, addiction and impulsivity are dominant features, and less attention is paid to new psychological challenges like digital fatigue, self-comparison effects triggered by social media, or identity dissonance caused by motivational marketing (Dogra et al., 2023; Erjavec & Manfreda, 2021). These processes might have minor but long-lasting effects on emotional health and should be considered in more detail.

Even though a lot of research has recognized that women are predisposed to buying something more emotionally as compared to men, most of the available research on it is heteronormative, urban, and Western-centric. Gender-inclusive research is necessary that would take into consideration the experiences of non-binary people or women who identify as LGBTQ+ and go through emotional consumption in online spaces. Similarly, research should include a culturally diverse environment, at least the Global South, whereby the social-economic situation, digital opportunities, and cultural beliefs might highly influence the shopping pattern, as well as emotional expression (Aboagye & Anong, 2020; Budiyanto et al., 2022; Sahetapy et al., 2020).

Very few studies propose or test intervention strategies. Such psychological consequences as stress, addictions, and lack of self-esteem are understudied, whereas the ways to reduce the impact of these phenomena are under discussion as well. In the future, behavioral nudges, mobile applications, and digital devices' effectiveness in facilitating mindful shopping should be examined. It is also possible to consider planning education that would increase financial literacy and digital literacy, especially for younger or weaker buyers. Finally, multidisciplinary partnerships between psychologists, UX designers, and policymakers.

To better understand the long-term emotional impacts of online shopping behaviors, future studies should consider longitudinal research designs that track consumers' emotional responses and spending patterns over time. Experimental studies (e.g., A/B testing with different platform designs or nudge-based interventions) could help establish causal links between emotional triggers and purchase outcomes. Mixed-method approaches, combining qualitative diaries with quantitative spending data, could provide richer insights into emotional regulation and post-purchase regret. Furthermore, experience sampling methods (ESM) could be used to capture real-time emotional fluctuations during online shopping sessions."

7. Conclusion

The review concluded that emotional stimuli like personalized marketing, the influence of social media, and dopamine-related anticipation are at the core of the phenomenon of explaining why women shop online impulsively. Though most women who practice it give positive psychological effects, including mood boosters, empowerment, and stress relievers, there are equally valid and burning adverse effects, including anxiety of spending, buyer's remorse, decision fatigue, and development of compulsive buying patterns.

Online shopping addiction poses a certain threat, especially as an online habit that a person responds to stress, loneliness, or low self-esteem. Such a form of behavior is often encouraged due to algorithmic personalization and persuasive digital design. There is also the issue of self-image and social comparison that is made worse by influencer culture and aspirational marketing to add depth to the emotional aspect of shopping.

Nevertheless, the availability of coping strategies, including mindful budgeting, digital detox, and peer support, and the moderating effect of digital literacy, provides such solutions to healthier purchasing behavior. Emotional awareness and consumer education evince very well how some of the psychological risks of online consumption may be curbed.

Future studies are necessary to fill the existing gaps in diversity, inclusion, and intervention development to understand female consumers better and help them. Longitudinal research, gender-integrated research, and culturally sensitive knowledge are urgently needed. Moreover, researchers, technologists, and policymakers should collaborate in their endeavors to create ethically established digital retailing landscapes that protect psychological wellness. Altogether, it is crucial to identify the emotional structure of online shopping not only to ensure consumer satisfaction but also to protect a healthy mind and reveal an ethical design and sustainable electronic consumption.

These findings also carry significant economic implications. Emotional triggers such as impulse buying and retail therapy influence consumer spending trends and can lead to household financial stress through unplanned expenditures and increased credit usage. From a macro perspective, these behaviors shape market efficiency and drive revenue strategies in e-commerce platforms, aligning this study with the behavioral economics and market-finance dimensions emphasized by IJAES.

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