

Personality and consumption: The explanation of the dependence on purchases based on the impulsive traits of the consumerists in Natal – RN

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ABSTRACT

This study aims to address the theme of impulsivity and dependence on purchases. Considering that psychological variables, especially personality traits, are determinant for the evaluation of human behavior, especially in potential consumers, hypothetically, it is assumed that one of the major consequences of impulsivity is the cause of poor management of consumption, consecutively, the form of economic handling, which has as justification the evaluation between the constructs (Alves & Dias, 2019; Alves, 2022; Gonçalves, 2021). A total of 221 consumers over 18 years of age participated in the study in the city of Natal-RN. This sample was evaluated in the GPower 3.2 statistical package, which presented statistical indicators that ensured that the 'n' collected was sufficient to carry out the research. The study consisted of sending questionnaires through Google Docs, consisting of the Barratt Impulsivity Scale (Barratt & Patton, 1983; Pechorro et al., 2017), Dickman Impulsivity Scale (Dickman, 1990), Shopping Dependence Scale (Andreassen et al., 2015), and Demographic and Economic Questionnaire. The findings of this study revealed that the scales were reliable, with alphas above the expected psychometric criterion (> 0.70), ensuring the consistency of the constructs in the collected sample. It is noteworthy that the established theoretical model was refuted, giving rise to an alternative model, which was corroborated, namely: Barratt's impulsivity influenced Dickman's impulsivity ($\lambda = 0.85$), with the latter variable influencing the dependence on purchases ($\lambda = 0.82$), with all positive associations. An ANOVA was performed, associated with the post-hoc Scheffe test, with the results revealing that the mean scores were significant for the direct effect of Barratt and Dickman Impulsivity, which presented higher scores in relation to dependence on purchases. Also, a significant result was observed in the interaction effect Barratt Impulsivity versus Dickman Impulsivity, with higher scores at the high level of these constructs in relation to dependence on purchases.

Keywords: Impulsivity, Personality, Shopping, Dependence.

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