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Hayvansal Gdlerin Tketim Davranıřları zerine Etkisi: Kiřilik zellikleri Aısından Bir Inceleme/ Effects of Animal Instincts on Consumer Behaviour: A Study From The Perspective of Personality Traits

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A B S T R A C T

Goal: This study aims to measure the effects of animal instincts on human consumer behaviours. It further aims to see animal instincts affecting consumer behaviour and to detect any changes due to individual features such as age and gender in the sample. Method: The sample is composed of 530 students of 18-29 years of age studying at various departments at universities in Ankara. In line with the research goal, the link between animal instinct perceptions and consumer behaviour perceptions was analysed in terms of individual features. Findings: Following data analysis, a positive correlation was found between animal instincts and consumer behaviours. The findings further suggest a stronger link between women's consumer habits and animal instincts. Animal instincts are understood to have a positive effect on consumer behaviour. Differences were also detected due to demographics such as age and gender. As a result, the significant link between animal instincts and the sample's consumer behaviours suggests that the model is one worth studying.

KEYWORDS animal instinct; consumption; self; habit; consumer behaviour