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## CONTENTS

### Research

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impulsive Consumption: Gender, Personality Traits and Emotions</td>
<td>3</td>
</tr>
<tr>
<td><em>Marco Giovanni Mariani, Chiara Biselli, Salvatore Zappalà</em></td>
<td></td>
</tr>
<tr>
<td>Representations and feelings related to organizational change:</td>
<td>14</td>
</tr>
<tr>
<td>A Grounded Theory study with Italian prison workers</td>
<td></td>
</tr>
<tr>
<td><em>Letizia De Luca, Emanuela Saita, Guendalina Graffigna</em></td>
<td></td>
</tr>
<tr>
<td>Cognitive and intellectual performance of children with borderline</td>
<td>24</td>
</tr>
<tr>
<td>intellectual functioning: An explorative study</td>
<td></td>
</tr>
<tr>
<td><em>Bastianina Contena, Margherita Lang, Valeria Scandurra,</em></td>
<td></td>
</tr>
<tr>
<td><em>Maria Rosaria Scordo, Rosetta Storino, Stefano Taddei</em></td>
<td></td>
</tr>
</tbody>
</table>

### Experiences & Tools

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Factor Structure of the Italian version of the MCMI-III compared</td>
<td>36</td>
</tr>
<tr>
<td>to the Dutch and American versions</td>
<td></td>
</tr>
<tr>
<td><em>Claudia Pignolo, Rosalba Rosato, Agata Andò, Stefania Cristofanelli,</em></td>
<td></td>
</tr>
<tr>
<td><em>Laura Ferro, Alessandro Zennaro</em></td>
<td></td>
</tr>
<tr>
<td>The Italian version of the Dutch Workaholism Scale (DUWAS):</td>
<td>47</td>
</tr>
<tr>
<td>A study on a group of nurses</td>
<td></td>
</tr>
<tr>
<td><em>Marcello Nonnis, Stefania Cuccu, Claudio G. Cortese, Davide Massidda</em></td>
<td></td>
</tr>
</tbody>
</table>

Index of Authors and Table of Contents – 2015/2016  

58
Impulsive Consumption: Gender, Personality Traits and Emotions

Marco Giovanni Mariani\(^1\), Chiara Biselli\(^2\), Salvatore Zappalà\(^3\)

\(^1\) Department of Psychology, University of Bologna, Italy
\(^2\) Human Resource Psychologist, freelance professional, Italy

ABSTRACT. La ricerca indaga la relazione tra l’acquisto impulsivo di capi di abbigliamento, i tratti di personalità e le emozioni degli acquirenti. I partecipanti sono stati 311 consumatori italiani adulti. I risultati hanno mostrato che, per le donne, l’acquisto l’impulsivo è un mediatore totale tra le emozioni (positive/negative) e la spesa mensile per l’abbigliamento. Invece, per gli uomini, l’acquisto impulsivo è un mediatore solo parziale rispetto alle stesse variabili.

SUMMARY. Introduction: This research investigates the relation between impulsive purchases of clothing, personality traits and emotions of purchasers. It is also investigated if impulsive purchases differ across genders. Aim: The model hypothesizes that: impulsive clothing consumption is affected by extroversion, conscientiousness, negative emotions and positive emotions; moreover, impulsive clothing consumption influences monthly clothing expenditure. Method: Participants were 311 Italian adult consumers; data were collected via a structured questionnaire. Structural equation models were used to test the model. Results: Results showed that, for women, impulsive purchase is a full mediator between emotions (positive/negative) and monthly clothing expenditures. Instead, for men, impulsive purchase is a partial mediator between the same variables. Conclusion: Consumers seem to be more prone to purchasing products impulsively when they experience positive consumption-related emotions and less prone when negative emotions are felt.

Keywords: Impulsive consumption, Gender, Personality, Emotions

INTRODUCTION

When purchasing a product, consumers not only try to satisfy a purely utilitarian need (e.g. Scarpi, Pizzi & Visentin, 2014), but also look for the “added value” of excitement, amusement, sensory satisfaction and gratification, which are connected to the shopping experience per se.

Research on impulsive consumption has highlighted that shopping is a way to alleviate negative feelings (MacInnis, Patrick & Park, 2006) and the desire to improve one’s own mood can increase the probability to buy some product. Impulsive consumption is so common that Mattila and Wirtz (2008) believe that from 27% to 62% of stores purchases are impulsive or unplanned purchases. In addition, some studies show that
gender plays a relevant role in this phenomenon; Tifferet and Herstein (2012), for instance, found that in comparison to men, women report higher level of impulse buying. However, previous studies have not yet examined the relative weight that some determinants of impulsive buying behavior have on buying behaviors of men and women. Thus, the present paper aims to investigate the relationship among impulsive purchase, consumers’ personality traits and emotions. It also examines if these associations do differ with respect to consumers’ gender. This paper contributes to the existing literature by testing, in a single causal model, a set of predictors of impulsive buying behavior, and checking if these predictors do affect differently the impulsive buying behavior of men and women. Finally, although literature suggests that any item can be purchased on impulse (e.g. Kacen & Lee, 2002), this paper focuses on the impulsive consumption of a specific product, namely clothing. Clothes are one of the most frequent items of impulse shopping (Canadian press, 2012), and many studies on impulsive purchase consider this type of item (e.g. Hulten & Vanyushyn, 2014). In addition, as “beauty” (in terms of aesthetics and style) is considered an “Italian obsession” (Bauer, 2001), this study is conducted in Italy. This “obsession” is an integral part of the self-image and identity of Italians and concerns the importance attributed to clothing and other controllable aspects of external appearance.

CONCEPTUAL BACKGROUND

Impulsive consumption

Even if several studies have taken into account impulsive consumption, a shared definition of the impulsiveness concept is not yet available (Lin, Shih & Huang, 2009): Engel and Blackwell (1982) defined it as “a buying action undertaken without a problem previously having been consciously recognized or a buying intention formed prior to entering the store” (p. 552). In the same way, Beatty and Ferrell (1998) described impulsive purchase as “a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product category or to fulfill a specific buying task” (p. 170). The two definitions underline that the purchaser does not intend to buy a product before entering the shop and that satisfying a planned task (for example buying a present for a friend or relative) cannot be considered an impulsive purchase. In addition, the idea of “impulsiveness” implies a spontaneous act that does not consider consequences. Definitions agree on the fact that an impulsive purchase occurs when individuals buy suddenly, in an occasional way and without reflection (Rook & Fisher, 1995). Previous studies have underlined the relation between a reduced self-control and impulse purchases (Baumeister, 2002) and the reduction of regulatory resources and a stronger urge to buy and actually do spend more money in unanticipated buying situations (Vohs & Faber, 2007). If individuals that tend to spend impulsively do not control their expenses, or the frequency of their expenses, we expect that this behavior influences, and increases, the amount of their expenditures. Thus, we hypothesize the following (Figure 1):

- **Hypothesis 1a**: Impulsive consumption, positively, affects the monthly expenditure on clothes.

Tifferet and Herstein (2012) observed that women reported higher level of impulse buying than men. Similarly, Lin and Lin (2005) and also Lai (2010) showed that female teenagers are more impulsive in their purchases than male teenagers. Other studies suggest that while women tend to buy impulsively more fashion products, men do so for electronics and music ones (Coley & Burgess, 2003). This different behavior is attributed to the fact that, when making purchases, women are more interested in clothes, beauty and accessories than men (Bloch, 1993). Gąsiorowska (2011) highlights that the tendency to impulsive purchases provides women a high level of stimulation that is related to the emotions originated from the purchase process or from owning a new product. On the contrary, the same scholar claims that, for men, the tendency to impulsive purchases has a major instrumental character, which facilitates quick decisions using a reduced level of attention. The tendency to impulsive purchases for men is related to temporal orientation, immediate gratification and the utility that can derive from what is bought. On the other side, using interviews after the purchase and shopping diaries, Herabadi, Verplanken and van Knippenberg, (2009) did not observe any statistically significant difference between men and women in the tendency toward impulsive purchases. However, even if there is some evidence of the different levels of impulsive purchases across genders, at present few studies have examined if the impulsive consumption of men and women has different predictors and outcomes. In other words, we assume that the impulsive purchase behavior is influenced by the same factors regardless of the gender of consumers.

Following this reasoning, we hypothesize the following:

- **Hypothesis 1b**: The effect of impulsive consumption to monthly cloth expenditure is constant across genders.
Representations and feelings related to organizational change: A Grounded Theory study with Italian prison workers

Letizia De Luca, Emanuela Saita, Guendalina Graffigna
Catholic University of Holy Heart, Milan - Italy

ABSTRACT. The aim of this research was to explore and conceptualize the adaptation process activated by prison workers relating to the current organizational change that is characterizing the Italian prison system. To achieve the present goals, it has been selected the Grounded Theory methodology (Glaser & Strauss, 1967) with a sample constituted by 121 prison workers coming from four Italian regions (Lombardia, Liguria, Emilia-Romagna, Campania). Results showed many important elements of similarity between the various professionals, despite the difference of role, geographical origin and type of institute. The most important transversal element emerged about the perception of the problems in relation to two main levels of reading, the first concerning the organizational dimension and the second concerning the intrapsychic-relational dimension. Furthermore, elements of homogeneity also emerged in the range of mentioned emotions, often characterized by highly negative connotation.

SUMMARY. The aim of this research was to explore and conceptualize the adaptation process activated by prison workers relating to the current organizational change that is characterizing the Italian prison system. To achieve the present goals, it has been selected the Grounded Theory methodology (Glaser & Strauss, 1967) with a sample constituted by 121 prison workers coming from four Italian regions (Lombardia, Liguria, Emilia-Romagna, Campania). Results showed many important elements of similarity between the various professionals, despite the difference of role, geographical origin and type of institute. The most important transversal element emerged about the perception of the problems in relation to two main levels of reading, the first concerning the organizational dimension and the second concerning the intrapsychic-relational dimension. Furthermore, elements of homogeneity also emerged in the range of mentioned emotions, often characterized by highly negative connotation.

Keywords: Prison workers, Prison, Organizational change, Italian penitentiary system, Work representation, Emotional work, Grounded Theory, Adaptation process
Cognitive and intellectual performance of children with borderline intellectual functioning: An explorative study

Bastianina Contena¹, Margherita Lang², Valeria Scandurra³, Maria Rosaria Scordo⁴, Rosetta Storino⁴, Stefano Taddei¹

¹Health Sciences Department, University of Florence
²Department of Psychology, University of Milan, Bicocca
³Department of Child Neuropsychiatry, University Hospital of Siena
⁴Department of Child Neuropsychiatry, University of Florence

1. ABSTRACT. Introduzione: Il funzionamento intellettivo limite (Borderline Intellectual Functioning, BIF) è spesso studiato in associazione ad altre manifestazioni cliniche ma raramente vengono indagate le caratteristiche cognitive a esso associate. Metodi: A partire dal dibattito scientifico circa la performance intellettiva e il funzionamento esecutivo, il presente studio si propone di esplorare il funzionamento cognitivo di 28 bambini con BIF utilizzando la teoria PASS (Pianificazione, Attenzione, Simultaneità e Successione). Risultati: I risultati suggeriscono la presenza di una debolezza nel dominio verbale dell’intelligenza e dei processi cognitive di Pianificazione e Attenzione. Conclusioni: Il funzionamento cognitivo è discusso in relazione ai differenti profili emersi e ai problemi comportamentali associati.

2. SUMMARY. Introduction: Borderline Intellectual Functioning (BIF) is often investigated with other clinical conditions, but little it is known about the cognitive functioning of children with this intellectual performance. Methods: Starting from the scientific debate about the relationship between intellectual performance and executive and cognitive functioning, the present study uses the Planning, Attention, Simultaneous and Successive (PASS) theory to explore the cognitive functioning of 28 children with BIF. Results: Results suggest the presence of weaknesses in the verbal domain of intelligence and in the cognitive profile, particularly concerning Planning and Attention. Conclusions: The cognitive functioning is discussed in its relationship with the different profiles and the behavioral problems associated.

Keywords: Cognitive processes, PASS theory, Borderline intellectual functioning, Neurodevelopmental disorders, IQ, Executive functions
The Factor Structure of the Italian version of the MCMI-III compared to the Dutch and American versions

Claudia Pignolo¹, Rosalba Rosato¹, Agata Andò¹, Stefania Cristofanelli², Laura Ferro², Alessandro Zennaro¹

¹ Department of Psychology, University of Turin, Italy
² Social and Human Sciences Department, University of Valle d’Aosta, Italy

ABSTRACT. Studies of factor analysis of the Millon Clinical Multiaxial Inventory-III (Millon, Millon, Davis & Grossman, 2009), using different factor extraction procedures, have identified three or four factors. The purpose of this study was to explore the factorial structure of the Italian version of the MCMI-III using both linearly dependent and independent scales, to evaluate gender differences, and to compare our results with the Dutch and American factor structure. The present study used a sample of 881 psychiatric patients from Northern and Central Italy. Principal Factor Analysis with direct oblimin rotation was performed for the entire sample and for both men and women. Results: We identified four factors that were similar for men and women, but we found differences in content between solutions with overlapping and non-overlapping scales. The four-factor solution was similar to the Dutch one and the first two factors were congruent with the three-factor solution proposed in American studies. Conclusions: Taken together, our findings indicate that the factor structure of the MCMI-III is consistent across countries.

SUMMARY. Introduction: Previously factor analytic research on the Millon Clinical Multiaxial Inventory-III (MCMI-III) using different factor extraction procedures, found three or four factors. In particular, Rossi, van der Ark, and Sloore (2007), through a sophisticated research design that examined and compared various aspects of the factor structure of the MCMI-III, identified a four-factor solutions for both male and female subsamples and for both linearly dependent and independent scales. The aim of this study was to explore the factor structure of the Italian version of the MCMI-III using both linearly dependent and independent scales, to evaluate gender differences, and to compare our results with the Dutch and American factor structure. Method: The present study used a sample of 881 psychiatric patients from Northern and Central Italy. Principal Factor Analysis with direct oblimin rotation was performed for the entire sample and for both men and women. Results: We identified four factors that were similar for men and women, but we found differences in content between solutions with overlapping and non-overlapping scale. The four-factor solution was similar to the Dutch one and the first two factors were congruent with the three-factor solution proposed in American studies. Conclusions: Taken together, our findings indicate that the factor structure of the MCMI-III is consistent across countries.

Keywords: MCMI-III; Factor structure; Cross-cultural; Gender
The Italian version of the Dutch Workaholism Scale (DUWAS): A study on a group of nurses

Marcello Nonnis¹, Stefania Cuccu¹, Claudio G. Cortese², Davide Massidda¹

¹Departments of Pedagogy, Psychology, Philosophy, University of Cagliari, Italy
²Department of Psychology, University of Turin, Italy

ABSTRACT. In Italia sono molto pochi gli studi sulla dipendenza da lavoro in ambito infermieristico. Lo studio esplora l’incidenza del workaholism su un campione di 485 infermieri ospedalieri italiani e offre un contributo all’adattamento italiano della Dutch Workaholism Scale (DUWAS), mediante il modello di Rasch. Le dimensioni Working Excessively e Working Compulsively, costitutive della scala DUWAS, presentano una bassa consistenza interna, hanno diversi punti di contatto e appaiono relate fra loro. Circa il 18% degli infermieri intervistati è workaholic, il 29% circa è a rischio.

SUMMARY. Introduction: The risk for nurses to be exposed to workaholism is widely demonstrated in the relevant international literature; however, this does not seem to be paid sufficient study and analysis in Italy. The Italian adaptation of the Dutch Workaholism Scale (DUWAS) comprises the working excessively (WE) and working compulsively (WC) scales. Method: A group of 485 Italian nurses, balanced in terms of gender and seniority, compiled the DUWAS questionnaire. The Rasch model was used to analyse the retrieved data, which helped to identify nurses at risk of workaholism. Results: The WE and WC scales within the DUWAS show low internal consistency, some points of contact, and appear to relate to each other. About 18% of the group of subjects shows a workaholic profile, and approximately 29% are at risk of becoming workaholic. Conclusions: This study contributes to improve the validation of the Italian version of the DUWAS, and helps to assess workaholism in nursing, a crucial healthcare profession.

Keywords: Workaholism, Nursing, Scale adaptation