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A Theoretical Investigation on the Effects of Childhood Trauma on Consumers

Çocukluk Çağı Travmalarının Tüketiciler Üzerinde Etkilerine Yönelik Kuramsal Bir İnceleme

ABSTRACT

Childhood trauma is defined as distressing and difficult-to-cope-with experiences that leave long-term negative effects on individuals' lives. Experiences encountered during childhood, which constitutes the foundation of developmental processes, may leave lasting impacts throughout the lifespan, whether positive or negative. These effects often emerge in adulthood in the form of maladaptive psychological, emotional, and behavioral patterns. This study adopts a comprehensive literature review approach to examine the potential effects of traumatic experiences during childhood on adult consumption behaviors, attitudes, and decision-making styles. Drawing on interdisciplinary research in psychology, psychiatry, and consumer behavior, this study provides a synthesis of the relationships between childhood trauma and various consumer tendencies, including compulsive and impulsive buying, materialism, perfectionism, attitudes toward money, and brand loyalty. The reviewed literature indicates that early adverse experiences can shape emotion regulation, attachment patterns, coping mechanisms, and self-perception, which in turn influence adult consumption behaviors and decision-making processes. Furthermore, childhood trauma appears to be associated with maladaptive consumption patterns, such as addictive or compensatory buying, heightened impulsivity, and altered consumer-brand relationships, often mediated by mechanisms such as emotion dysregulation, dissociation, and social comparison.

By integrating findings from diverse research domains, this study aims to contribute to the theoretical development of consumer psychology and to highlight childhood trauma as an important yet underexplored determinant of consumer behavior. The findings also emphasize the need for future empirical research to examine these relationships more directly and aim to support the development of psychosocially informed preventive and intervention-oriented strategies designed to mitigate the long-term behavioral consequences of adverse childhood experiences.

Keywords: Adverse childhood experiences, Childhood trauma, Compulsive buying, Consumer

ÖZET

Çocukluk travmaları, bireylerin yaşamlarında uzun süreli olumsuz etkiler bırakan sarsıcı ve başa çıkılması güç deneyimler olarak tanımlanmaktadır. Gelişimsel süreçlerin temelini oluşturan çocukluk döneminde yaşanan olumlu ve olumsuz deneyimler bireyin yaşamı boyunca kalıcı etkiler bırakabilmektedir. Bu etkiler çoğunlukla yetişkinlik döneminde uyumsuz psikolojik, duygusal ve davranışsal örüntüler şeklinde ortaya çıkmaktadır. Bu çalışma, çocukluk döneminde yaşanan travmatik deneyimlerin yetişkinlikteki tüketim davranışları, tutumları ve karar verme stilleri üzerindeki olası etkilerini incelemek amacıyla kapsamlı bir literatür taraması yaklaşımı benimsemektedir. Psikoloji, psikiyatri ve tüketici davranışları alanlarındaki disiplinler arası araştırmalardan yararlanılarak çocukluk travması ile kompulsif satın alma, dürtüsel satın alma, materyalizm, mükemmeliyetçilik, paraya yönelik tutumlar ve marka bağlılığı gibi çeşitli tüketici eğilimleri arasındaki ilişkiler sentezlenmiştir. İncelenen çalışmalar, erken dönem olumsuz deneyimlerin duygu düzenleme kapasitesi, bağlanma stilleri, başa çıkma mekanizmaları ve benlik algısını şekillendirebildiğini; bunun da yetişkinlikteki tüketim örüntülerini ve karar verme süreçlerini etkileyebildiğini göstermektedir. Ayrıca çocukluk travmasının, duygu düzenleme güçlükleri, dissosiyasyon ve sosyal karşılaştırma gibi aracılık mekanizmaları yoluyla bağımlılık ve telafi edici tüketim davranışları, artan dürtüsellik ve değişen tüketici-marka ilişkileri ile bağlantılı olduğu görülmektedir.

Farklı araştırma alanlarından elde edilen bulguları bütünleştiren bu çalışma, tüketici psikolojisinin kuramsal gelişimine katkı sağlamayı ve çocukluk travmasını tüketici davranışlarının önemli ancak yeterince incelenmemiş bir belirleyicisi olarak vurgulamayı amaçlamaktadır. Bulgular ayrıca, bu ilişkilerin daha doğrudan incelenmesine yönelik gelecekteki ampirik araştırmaların gerekliliğine dikkat çekmekte ve çocuklukta yaşanan olumsuz deneyimlerin uzun vadeli davranışsal sonuçlarını azaltmaya yönelik psikososyal temelli önleyici ve müdahale odaklı stratejilerin geliştirilmesine katkı sunmayı hedeflemektedir.

Anahtar Kelimeler: Çocukluk travması, olumsuz çocukluk deneyimleri, tüketici, zorlayıcı satın alma.

1. INTRODUCTION

Traumatic experiences encountered during childhood exert enduring physical, cognitive, psychological, and social impacts throughout an individual's life, manifesting in diverse forms across various stages of development. It is well established that childhood trauma adversely affects adults' neuropsychological functioning and, depending on the severity of stress exposure, may lead to a range of comorbidities, including anxiety, depression, and impairments in emotion regulation and identification (Wingenfeld et al., 2011). Furthermore, such experiences have been linked to irreversible changes in brain structures (Corso et al., 2008), disruptions in psychosocial functioning (Nurius et al., 2015), and deficits in executive functions (Fahy et al., 2017).

Beyond these outcomes, research indicates that childhood trauma is associated with an increased risk of psychological disorders, maladaptive personality traits such as neuroticism and perfectionism, and dysfunctional coping styles (Eugenea et al., 2021), as well as insecurity in interpersonal attachment and reduced openness toward others (Ross et al., 2022). Furthermore, childhood traumatic experiences have been linked to higher levels of addictive behaviors (Luciani et al., 2024; Zarse et al., 2019), insecure or fearful attachment patterns, somatization (Waldinger et al., 2006), and significant impairments in self-worth perception and identity development (McCormack & Thomson, 2017).

In addition to these pathological outcomes, and consequently arising from them, childhood trauma constitutes a significant variable that may influence individuals' behaviors in adulthood, including consumption-related patterns (Çarıkçı, 2019). However, empirical evidence regarding the direct and indirect effects of childhood trauma on consumption behaviors remains limited. In this context, considering the multidimensional impacts of childhood trauma on individuals, examining how early adverse experiences correlate with consumption behaviors manifested in adulthood emerges as a critical research topic. Such an investigation is crucial both for expanding the theoretical framework and for strengthening preventive and intervention-oriented practices.

2. THEORETICAL FRAMEWOK

2.1. Childhood Trauma and Its Effects

Childhood trauma is conventionally categorized into sexual abuse, physical abuse and neglect, and emotional abuse and neglect experienced during childhood. Sexual abuse is defined by criteria such as unwanted sexual touching, threats, or bodily exploitation for sexual purposes. Physical abuse is characterized by behaviors such as being subjected to corporal punishment or observable signs of physical violence, whereas physical neglect is operationalized through indicators including inadequate nutrition or insufficient access to basic hygiene. Emotional neglect refers to family environments in which a child experiences a persistent lack of emotional warmth or care; in contrast, emotional abuse is described through hostile and degrading behaviors, such as directing hurtful or degrading verbal expressions toward the child (Bernstein et al., 1994; 2003). Childhood trauma, which is prevalent globally (Cai et al., 2023), has also been shown to be pervasive in Türkiye, as evidenced by a study conducted with a sample of 2,257 university students (Ulukol et al., 2014).

Childhood trauma, particularly interpersonal violence, constitutes a multifaceted issue with significant psychosocial, medical, and public policy implications. Such traumatic experiences primarily disrupt biological stress-response systems and, consequently, adversely affect cognitive development and brain maturation. Indeed, trauma-related chronic stress has adverse effects on children's brain and bodily development (De Bellis & Zisk, 2014) and is associated with higher levels of depression, increased stress sensitivity (Nemeroff, 2004), a greater likelihood of mood disorders (Jaworska-Andrzejewska & Rybakowski, 2019), and deficits in emotion regulation (Hopfinger et al., 2016). Moreover, empirical evidence indicates that childhood trauma is linked not only to short-term outcomes but also to the long-term persistence of mental, emotional, and physical disorders in adulthood, most notably depression and anxiety disorders (Browne & Winkelman, 2007; Cai et al., 2023; Dye, 2018).

In addition, childhood trauma negatively affects individuals across multiple contexts, extending into the organizational domain. For instance, Verrastro et al. (2024) demonstrated that neuroticism and perfectionism, shaped by childhood traumatic experiences, mediate the relationship between childhood emotional abuse and workaholism. Similarly, a study conducted by Eugenea et al. (2021) with managers and professional employees in Indonesia revealed that individuals with workaholic tendencies had experienced at least one form of maltreatment during childhood. The findings further indicated that 44% of participants had been exposed to physical abuse, 62% to emotional abuse, 53% to sexual abuse, 74% to

physical neglect, and 68% to emotional neglect. These results suggest that childhood trauma exerts substantial and enduring effects within organizational settings as well.

2.2. Potential Effects of Childhood Trauma on Consumers

One of the critical contexts in which childhood trauma exerts a significant influence is consumer behavior. Accordingly, existing research has predominantly focused on the association between childhood trauma and specific forms of maladaptive consumption, particularly eating-related disorders. Indeed, trauma-related impairments in cognitive functioning often manifest through symptomatology characteristic of eating disorders. For example, a study conducted by Santoro et al. (2025) with a cohort of Caucasian young adult women aged 18-30 demonstrated that childhood trauma significantly predicted the risk of eating disorders. These findings suggest that eating disorder symptomatology may be partly rooted in adverse emotional experiences during childhood, such as neglect and abuse.

Other studies examining the relationship between childhood trauma and consumption have focused on its potential effects on dysfunctional consumer behaviors, including addictive and impulsive purchasing patterns (Elbarazi, 2023). For instance, Fuchshuber et al. (2018) found that childhood trauma was associated with both addictive behaviors and depression. Similarly, a study conducted by Eşkisü (2021) with university students revealed positive associations between childhood trauma, dissociative experiences, online dissociation, and internet addiction. These findings suggest that internet addiction may function as a maladaptive coping mechanism in response to early-life adversity. In addition, Evren et al. (2019) reported that childhood trauma, particularly emotional abuse and physical neglect, was associated with elevated levels of internet addiction symptoms among university students, with dissociative experiences and emotion dysregulation serving as key mediating variables.

Dissociative disorders examined in these studies are characterized by a constellation of symptoms, including depression, anxiety, learning difficulties, suicidal ideation, self-harm behaviors, auditory hallucinations, and aggression (Zoroğlu et al., 2002), and have been shown to be strongly associated with childhood trauma (Şar et al., 2004). Taken together, these findings indicate that childhood trauma may be reflected in consumer behaviors through multiple and interconnected pathways. In this regard, it is theoretically plausible that childhood trauma may particularly influence compulsive buying or shopping addiction, which represent prominent forms of problematic consumer behavior.

2.2.1. The Relationship Between Childhood Trauma and Compulsive Buying

Compulsive buying is a maladaptive behavioral pattern characterized by a strong and persistent urge to purchase, accompanied by a perceived loss of control and an overwhelming sense of compulsion to engage in buying behaviors (Müller et al., 2022; Zadka & Olajossy, 2016). Sansone et al. (2011) emphasized that compulsive buying constitutes a clinically relevant condition with substantial potential to cause psychological and functional impairment. In this regard, adverse experiences encountered during childhood have been shown to be associated with compulsive buying behaviors in adulthood, with this relationship often being mediated by emotion dysregulation and anxiety symptoms. Individuals with a history of early life adversity may be more susceptible to compulsive buying in later life due to difficulties in emotion regulation, heightened anxiety, or the co-occurrence of both factors (David et al., 2024).

The tendency to engage in shopping as a compensatory strategy for coping with negative emotional states such as depression, anger, and anxiety constitutes another salient characteristic of compulsive buying. The short-term emotional relief provided by purchasing may positively reinforce and perpetuate this behavior over time (Elbarazi, 2023). In a study conducted with Italian young adults, Imperatori et al. (2023) observed higher levels of behavioral addictions, including gaming, social media use, online gaming, and compulsive buying, among individuals with a history of childhood trauma. The findings further indicated that dissociative experiences played a significant role in explaining these associations. Similarly, Sansone et al. (2013), in a study involving obstetrics and gynecology patients, found that traumatic experiences occurring before the age of 12, including witnessing or experiencing violence, physical neglect, emotional abuse, physical abuse, and sexual harassment, were positively associated with compulsive buying behaviors. Collectively, these findings suggest that childhood trauma may be linked to impairments in self-control and self-regulation related to shopping behaviors in adulthood (Elbarazi, 2023; Richardson et al., 2024).

Furthermore, family structure and the quality of intrafamilial relationships during childhood emerge as important contextual factors in the development of compulsive buying behaviors. Young adults raised in disrupted or fragmented family environments have been found to exhibit higher levels of materialism and greater propensities toward compulsive buying compared to those raised in intact family settings (Rindfleisch et al., 1997). Exposure to family conflict during childhood and adolescence has also been shown to increase materialistic values while undermining self-esteem, thereby indirectly contributing to compulsive buying tendencies. In this context, adolescents may adopt a heightened orientation toward material possessions and materialistic values as a maladaptive coping strategy in response to familial conflict (Roberts et al., 2019).

In addition, specific consumer characteristics such as brand consciousness, fashion consciousness, recreational shopping orientation, indecisiveness, impulsivity, and habitual purchasing have been associated with a greater propensity for impulsive and compulsive buying. In contrast, individuals characterized by perfectionism and price consciousness tend to exhibit lower levels of impulsive and compulsive purchasing behaviors (Altınkan & Armağan, 2024). Taken together, these findings underscore the role of trauma-related impulsivity and associated self-regulatory deficits in shaping the development and maintenance of compulsive buying behaviors among consumers.

2.2.2. The Relationship Between Childhood Trauma and Impulsive Buying

Negative childhood experiences, which are closely and systematically linked to impulsivity, are expected to be associated with increased impulsive tendencies in consumption-related decision-making processes. For example, a study conducted by Richardson et al. (2024) with adult participants demonstrated that higher levels of adverse childhood experiences and childhood trauma were positively associated with general impulsivity, emotion dysregulation, and impulsive spending. Moreover, the findings indicated that the relationship between childhood trauma and impulsive spending was mediated by emotion dysregulation and impulsivity.

In this context, socioeconomic status, which is often associated with greater exposure to childhood trauma, can also be taken into account. In a study by Griskevicius et al. (2013), individuals raised in low socioeconomic environments were found to exhibit greater impulsivity, a higher propensity for risk-taking, and a stronger orientation toward immediate consumption. In contrast, individuals raised in higher socioeconomic environments were more likely to prioritize long-term, future-oriented investment behaviors. These findings suggest that socioeconomic conditions may moderate the relationship between childhood trauma and impulsive buying by influencing individuals' time orientation and self-regulatory capacities.

2.2.3. The Relationship between Childhood Trauma, Materialism, and Attitudes Toward Money

Materialism among consumers has been shown to develop as a compensatory response to psychological stress. Accordingly, childhood trauma, recognized as one of the most significant antecedents of chronic stress, is expected to be positively associated with materialistic tendencies. For instance, Somer and Ruvio (2014) found that individuals with a predominantly object-oriented materialistic orientation exhibited higher levels of post-traumatic stress symptoms. In addition, materialistic tendencies warrant further investigation among individuals from low socioeconomic backgrounds, who are often disproportionately exposed to childhood trauma. In this regard, a study by Li et al. (2025) demonstrated that childhood socioeconomic status functioned as a key determinant shaping university students' conspicuous consumption behaviors, with this relationship being mediated by social comparison and materialism.

Moreover, Ross et al. (2022) reported that childhood trauma significantly influenced the development of maladaptive beliefs and behaviors related to money. Such maladaptive cognitive schemas regarding wealth, which shape individuals' approaches to spending, product acquisition, and ownership, are likely to be reflected in consumption behaviors in diverse ways. For example, Ngcamu et al. (2023) found that a heightened preoccupation with the love of money affected specific consumer decision-making styles, such as reduced deliberation time in purchase decisions. Collectively, these findings suggest that childhood trauma may play a pivotal and enduring role in shaping materialistic values and monetary attitudes, thereby influencing consumer behavior across multiple domains.

2.2.4. The Relationship Between Childhood Trauma and Approaches Toward Brands

Individuals who develop secure attachment bonds with their primary caregivers during childhood can be expected to be more inclined to establish trust-based relationships with brands and, consequently, to cultivate stronger brand loyalty in adulthood (Bidmon, 2017). Conversely, dysfunctional parent-child relationships may also be reflected in consumers' interactions with brands. For example, Japutra et al. (2018) found that individuals who exhibited avoidant attachment styles in childhood demonstrated pronounced changes in their consumption behaviors when confronted with a perceived breach of brand trust. In such contexts, brand commitment weakened and negative attitudes toward the brand intensified. Overall, these findings suggest that attachment styles, which are closely linked to childhood trauma and formed early in life, may extend beyond interpersonal relationships to influence consumer-brand relationships in adulthood.

From this perspective, childhood trauma may contribute to difficulties in developing brand loyalty and brand consciousness due to challenges such as heightened stress, impulsivity, and reduced tendency to trust others. At the same time, unmet psychological needs, particularly the need for belonging, may contribute to the development of obsessive or maladaptive brand preferences among individuals with traumatic childhood experiences as a form of psychological compensation. Despite these theoretical propositions, empirical evidence directly examining the effects of childhood trauma on consumer-brand interactions remains limited, highlighting the need for further research in this area.

In addition, consumers are capable of forming strong emotional bonds with brands. Brand identification and affective attachment have been shown to enhance repeat purchase intentions and reduce consumers' likelihood of switching to competing brands, thereby contributing to overall brand success (Boyras et al., 2024). In this context, early exposure to brands during childhood may hold particular emotional significance, as brand relationships formed in early life can serve as the foundation for emotional attachment and brand loyalty in later years (Braun et al., 2002; Vojvodic, 2017). Indeed, several studies indicate that early brand exposure in childhood increases the likelihood of developing brand loyalty in adulthood (Hayne, 2004; Ji, 2002; Mondragon Ruiz, 2021; Rajagopal, 2020).

However, the combined effects of childhood brand exposure and childhood trauma have not been explored. It is theoretically plausible that individuals may exhibit brand avoidance behaviors toward certain brands in adulthood if those brands are associated with traumatic childhood experiences within the family context. Such avoidance behaviors may be linked to efforts to distance oneself from negative memories, prevent emotional reactivation of trauma, or maintain psychological homeostasis. Research addressing these dynamics could contribute significantly to understanding how childhood trauma manifests in specific consumption patterns.

Conversely, if certain brands were associated with periods of emotional relief, reduced stress, or temporary reprieve from traumatic experiences during childhood, individuals may develop positive attitudes toward these brands in adulthood. This dual possibility underscores the complex and context-dependent nature of the relationship between childhood trauma and consumer-brand relationships, further emphasizing the need for empirical investigation.

2.2.5. The Relationship Between Childhood Trauma and Other Consumer Decision-Making Styles

Consumer decision-making styles (CDMS), which conceptualize consumers' cognitive and affective orientations toward purchasing decisions (Raman, 2019), are commonly examined within multidimensional frameworks. These styles include perfectionism/high-quality consciousness, brand consciousness, price-quality consciousness, novelty-fashion consciousness, hedonism, price-value consciousness, impulsivity, confusion from overchoice, and habitual-brand loyalty orientation (Sproles & Kendall, 1986). This framework has been widely operationalized to understand consumer behavior across diverse contexts, including specific product categories and retail environments (Bae et al., 2010; Rojanasingsawad et al., 2020).

Although variations exist in the structure and relative salience of these dimensions, the CDMS approach has been applied across a broad range of cultural contexts (Mehta & Dixit, 2016). Overall, consumer decision-making styles appear to be largely comparable across cultures, with certain divergences emerging as a function of purchasing power and market maturity. For example, studies conducted in Türkiye have utilized this framework and largely validated its theoretical classification (Dursun et al., 2013). In contrast, in countries such as China, temporal consciousness has emerged as a salient additional decision-making dimension (Fan & Xiao, 1998).

Research examining the antecedents of CDMS indicates that these styles are shaped by a constellation of factors, including lifestyle characteristics, cultural attributes such as masculinity (Isaacson et al., 2018), and demographic variables (Abdel Wahab et al., 2023). However, empirical evidence regarding the effects of childhood trauma, which is considered one of the most profound and enduring psychological experiences, on consumer decision making styles remains limited. In this regard, it has increasingly been suggested that early life adversity should be incorporated into the set of determinants shaping consumer decision-making processes.

Childhood trauma is well documented to compromise socialization processes and interpersonal functioning (Jovani et al., 2025; Liao & Wang, 2023). Given its detrimental impact on social functioning, childhood trauma is also expected to reverberate through consumer behavior. For instance, Kamaruddin and Mokhlis (2003) demonstrated that peer socialization significantly influenced CDMS among adolescents and young adults. Accordingly, childhood trauma, which is often characterized by maladaptive parent-child interactions and impaired interpersonal efficacy, may be reflected in consumer decision making through difficulties in seeking advice, consulting others, or engaging with sales personnel. From this perspective, challenges such as interpersonal anxiety and fear of negative evaluation may fundamentally alter brand preferences and purchasing tendencies.

Within this framework, individuals with trauma histories may be less inclined to prefer conspicuous brands that attract social scrutiny and public evaluation. Conversely, it is equally plausible that, driven by thwarted needs for social approval, belonging, and acceptance, such individuals may exhibit an increased propensity for socially endorsed, popular, or fashionable brands. Consequently, the direction of the relationship between childhood trauma and brand-related decision-making styles remains theoretically ambiguous, necessitating empirical investigation to clarify these dynamics.

Furthermore, individuals raised in low-socioeconomic households have been shown to allocate a relatively higher proportion of their consumption toward status-signaling products (Banerjee & Duflo, 2007), often as a means of bolstering perceived self-worth and social standing (Sivanathan & Pettit, 2010). Similar compensatory consumption patterns may emerge as a function of childhood trauma. For example, Mead et al. (2011) demonstrated that individuals who experienced social exclusion were more likely to compromise personal and financial well-being in pursuit of social acceptance. Accordingly, adults with trauma histories may gravitate toward prestige-oriented brands as a strategy for securing social affiliation and symbolic inclusion.

Finally, because consumers possess limited cognitive resources, purchasing decisions frequently rely on heuristics and comparative evaluation strategies rather than exhaustive information processing (Häubl & Trifts, 2000). However, adults reporting adverse early life experiences often experience elevated levels of anxiety during shopping episodes, which may exacerbate decision difficulty and increase tendencies toward choice paralysis or confusion (Waites et al., 2023). These findings suggest that early life adversity may undermine consumers' capacity to evaluate alternatives effectively, rendering decision-making processes more cognitively taxing and psychologically burdensome. In this respect, childhood trauma may be particularly relevant to CDMS dimensions such as confusion from overchoice. Nevertheless, empirical evidence directly addressing this association remains nascent, and future research is expected to make meaningful contributions to the consumer behavior and child development literature.

3. CONCLUSION AND IMPLICATIONS

The reviewed literature collectively underscores that traumatic experiences encountered during childhood precipitate multifaceted psychological and behavioral consequences, playing a pivotal role in shaping consumption behaviors in adulthood. Empirical evidence suggests that the impact of childhood trauma transcends biological and psychological domains, permeating consumption-related processes such as impulsivity, emotion regulation, materialism, brand loyalty, decision-making difficulties, and compulsive buying. In particular, adverse early life experiences appear to compromise individuals' stress-coping mechanisms, interpersonal functioning, and self-regulatory capacities, thereby predisposing them to dysfunctional consumption patterns in later life.

These findings highlight the necessity of adopting psychosocial perspectives that incorporate early life history into the discourse of consumer behavior. Within this framework, investigating how childhood trauma influences consumer decision making styles, such as perfectionism, brand consciousness, novelty and fashion orientation, and confusion from overchoice, has the potential to significantly broaden the scope of the consumer behavior literature. Moreover, such investigations may provide a foundation for the

development of psychosocially grounded preventive and intervention strategies aimed at cultivating healthier and more adaptive consumption behaviors.

From a methodological standpoint, future research would benefit from the utilization of longitudinal designs to examine the long-term developmental trajectories of consumption behaviors, as well as qualitative approaches to elucidate the nuanced lived experiences of consumers who have faced childhood adversity. Gaining a comprehensive understanding of the long-term effects of adverse childhood experiences represents an imperative step toward evaluating consumer decisions from a holistic perspective. In this regard, comparative studies that disaggregate childhood trauma by type (e.g., neglect vs. abuse), as well as empirical research examining the associations between specific trauma dimensions and subcomponents of consumer decision-making styles, are strongly advocated.

In conclusion, unraveling the effects of childhood trauma on consumer decision-making styles and shopping behaviors constitutes a fruitful yet nascent research domain. Advancing knowledge in this area is expected not only to bolster the theoretical foundations of consumer psychology but also to enhance societal well-being by facilitating more conscious, adaptive, and functional consumption practices.

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