

MODERATED-MEDIATION MODEL OF PERSONALITY AND ALCOHOL

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Abstract

Previous work has shown that both positive (PUR) and negative urgency (NUR) (tendency to act rashly in the face of extreme emotions), predict problematic alcohol consumption (Cyders et al., 2009), and that this relationship is mediated through enhancement and coping motives (Settles et al., 2010). Moreover, research shows that there is a negative relationship between risk and involvement, and that there is a positive relationship between benefit and involvement (Siegel et al., 1994). However, there has not been a lot of research done that looks at the moderational role of risk and perception benefit on the relationship between personality and alcohol, as well as motives and alcohol consumption. Thus, we hypothesize that (1) the relationship between PUR and NUR will be mediated by enhancement and coping motives (respectively); (2) the relationship between coping and enhancement motives and alcohol consumption will be moderated by perception of risk and benefit. 447 first year students participated in the study (75.3% female; mean age=21.02, SD=4.96), and the majority of the sample was Caucasian. We conducted a series of hierarchical multiple regression analyses (according to Cohen et al., 2003), as well as the moderated-mediation analyses (Preacher et al., 2007). Both NUR and PUR significantly predicted alcohol consumption (NUR: $\beta=.330$, $p<.000$; PUR: $\beta=.317$, $p<.000$), and this relationships were mediated by coping ($\beta=.415$, $p<.000$) and enhancement motives ($\beta=.507$, $p<.000$) respectively. The indirect relationship between PUR and alcohol, mediated through enhancement motives, was moderated through perception of benefit ($t=2.03$, $p=.044$) and risk ($t=-2.67$, $p=.01$) (benefit: from $z=4.73$, $p=.000$ when PUR is 1 SD below the mean to $z=5.64$, $p=.000$ when PUR is 1 SD above the mean; risk: from $z=-1.04$, $p=.30$ when PUR is 1 SD below the mean to $z=-3.63$, $p=.000$ when PUR is 1 SD above the mean), whereas only perception of benefit significantly moderated the indirect relationship between NUR and alcohol use ($t=1.68$, $p=.09$) mediated through coping motives (from $z=3.96$, $p=.000$ when PUR is 1 SD below the mean to $z=5.62$, $p=.000$ when PUR is 1 SD above the mean). Therefore, the mediational relationship between urgency and alcohol use through motives seem to be moderated by one's perception of benefit and risk.