

COUPLES LIVING IN SEPARATE HOUSES: AN EXPLORATORY STUDY ON THIS TYPE OF COUPLE IN BRAZIL AND THE EVOLUTION OF RELATIONAL CONSUMPTION

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Introdução

The study explores Living Apart Together (LAT) relationships in Brazil, focusing on relational dynamics and consumption patterns. LAT arrangements challenge traditional family models by prioritizing autonomy and emotional commitment without cohabitation.

Problema de Pesquisa e Objetivo

This research addresses the lack of studies on LAT relationships in non-Western contexts, particularly Brazil. It aims to understand how couples negotiate autonomy, intimacy, and consumption outside shared households.

Fundamentação Teórica

The study uses Consumer Culture Theory (CCT) and Self-Determination Theory (SDT) to analyze how LAT couples construct identity through consumption and fulfill psychological needs for autonomy, competence, and relatedness.

Metodologia

A qualitative approach was used with eight in-depth interviews. Data were analyzed using content analysis, combining inductive and deductive methods to identify themes related to LAT experiences in Brazil.

Análise dos Resultados

Findings show that LAT is a deliberate lifestyle choice rather than a transitional phase. Participants emphasize experience-oriented consumption and value autonomy while maintaining committed relationships, differing from traditional couples who focus on material accumulation.

Conclusão

LAT relationships represent a stable and intentional relational model that redefines intimacy through autonomy and mutual respect. The study expands the Household Life Cycle theory by integrating LAT as a legitimate stage.

Contribuição / Impacto

The research contributes to demographic and consumer behavior literature by positioning LAT as a growing segment with unique consumption patterns. It challenges marketers to develop strategies aligned with autonomy and experiential values.

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