Abstract
The validation process of the Consumers Psychoeconomic Model proposed by Rodríguez-Vargas (in press) is presented. For doing it, first of all, the main theoretical elements are synthesized. Then, taking a sample of 406 people coming from the medium and high social levels living in Barranquilla (Colombia), enough empiric evidence to validate the theoretical model was found. The Structural Equations Modeling was used with the software AMOS 5.0 version.

Keywords
Consumer Behavior, Consumers Psychoeconomic Model, Consumption habits and behaviors, Purchase behaviors, Credit, Reliability, Factor Structure.