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“What a lot of things I don't need!": consumption satiation, self-transcendence and consumer wisdom

12h30 — Salle 103 — Comodal

Participer à la réunion Zoom :

[https://zoom.us/j/99328444342?](https://zoom.us/j/99328444342?pwd=eDJpTWpKTDZHTTBzQ2xLdnQydUJFUTQ9)

[pwd=eDJpTWpKTDZHTTBzQ2xLdnQydUJFUTQ9](https://zoom.us/j/99328444342?pwd=eDJpTWpKTDZHTTBzQ2xLdnQydUJFUTQ9)

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Purpose – The purpose of this study is to gain a better understanding of the conditions in which consumer wisdom emerges. Based on some theories of dynamic moral and needs development, the authors have designed a first model of consumer wisdom development process, taking consumption satiation (as a new concept) and self-transcendence as its possible antecedents.

Design/methodology/approach – An online survey was conducted that collected 800 responses from 2 European countries with different levels of maturity with regard to consumption: France and Poland.

Findings – The authors find that consumption satiation is positively and significantly correlated with self-transcendence. Self-transcendence is positively and significantly correlated with consumer wisdom. Age seems to be partly operating as a moderating variable.

Research limitations/implications – The findings confirm that the occurrence of consumer wisdom may be partly explained by a dynamic process based on previous consumption experiences, resulting in a certain level of consumption satiation and the concomitant development of self-transcendence needs.

Practical implications – Government bodies, consumer advocacy groups and possibly corporate actors in Europe could promote consumer wisdom not only as an idealistic and benevolent attitude but as a true sign of maturity, personal accomplishment, well-being and success.

Originality/value – This research work studies new antecedents of emerging consumer wisdom, outside personal values and socio-demographics. The authors define and identify “consumption satiation” as one promising stage in the development process of wise, responsible consumer attitudes and behaviors.

Keywords Consumer wisdom, Consumption satiation, Self transcendence

## Agenda

18/11/2021, Andrea RANGEL (USMB, IREGE),  
Building multidimensional indicators of  
transport poverty: application to Germany

## Calendrier des séminaires

<https://urlz.fr/gvi5>

