

3^{ème} Journée romande de psychologie positive



Conférence – 15h50-16h50

Positive Consumption: Can Consumption Increase Well-Being?

Many of us search for happiness in consumption or money. But can consumption bring happiness? We will explore the emotional and well-being consequences of consumption to understand how we can make happier, more fulfilling consumption decisions. Using a well-being framework based on positive psychology as our guide, we will synthesize research on consumer psychology to understand conditions under which consumption positively affects different aspects of consumer well-being (e.g., positive emotions, engagement, meaning).



Prof. Francine Petersen : PhD, Professeur Associée en Marketing, se concentrant sur la psychologie du consommateur, ses émotions et son bien-être.

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