

## **Life Satisfaction and Voluntary Simplicity: Exploring the Mediating Role of Consumption Desires**

For most people in modern Western societies, consumption represents an accepted way to reach happiness and to be satisfied with life (Baudrillard 1970, Irvine 2006). Many behaviors are guided by people's desire to acquire consumption goods and to live exciting experiences (Belk et al. 2003). In these societies, materialism is a common trait (Belk 1985), and possessing products and experiencing pleasure have free rein (Schudson 1984). However, an increasing number of consumers are taking their distance from the idea of a life principally centered on consumption and are voluntarily adopting a non-materialistic, simple way of life.

The objective of this research is to explore the relationship between adopting voluntary simplicity as a lifestyle and life satisfaction. More precisely, it seeks to understand the role that consumption desires play in the context of this relationship. Although consumers may of free decide to limit their consumption to what is necessary and look for alternative, non-materialistic means to enrich their life, they evolve in an environment that is centered on market exchanges and unrestrained consumption and have therefore to manage their consumption desires (Shaw and Moraes 2009). In this context, being successful in controlling one's consumption desires may be a significant factor in the pursuit of happiness.