

# SUSTAINABLE PRACTICES AND CONSUMERS' WELL-BEING: CONCEPTUAL MAPS

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## INTRODUCTION & RESEARCH QUESTION:

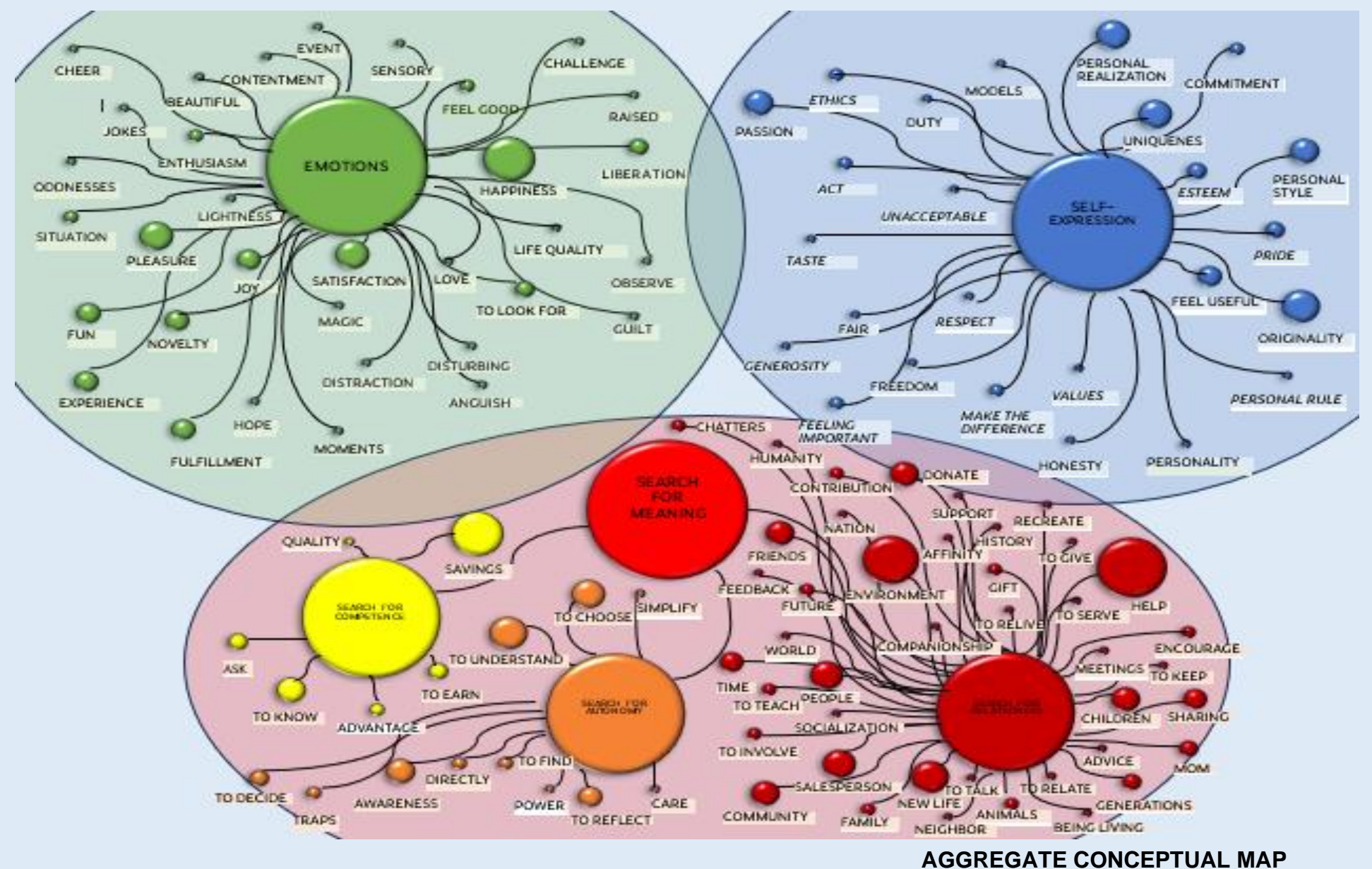
Consumers adopt practices to marry the pleasure of fashion product purchasing with the need to protect the environment (Shrivastava et al., 2020).

Recent literature on sustainability adopts a new paradigm: the eudemonic conceptual framework. It posits that the outcome for consumers adopting sustainable practices is overall individual well-being (Ryan & Deci, 2000, 2001; Bergianti et al. 2021).

Is the eudemonic paradigm able to depict the individual outcomes of a sustainable practice?

Do sustainable practices mediated by technology differently shape consumers' well-being (e.g. online platforms)?

Does the absence of money transfer (e.g. donation), compared with traditional purchasing, induce different well-being dimensions?



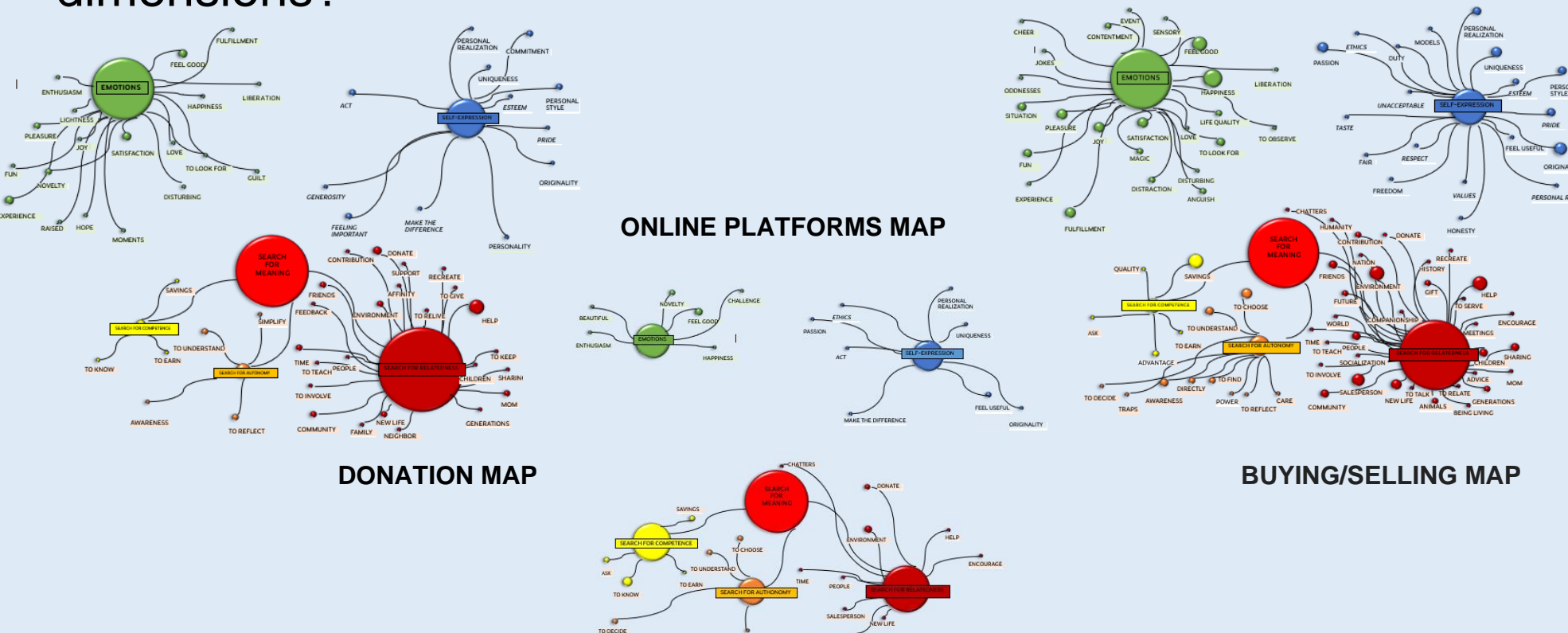
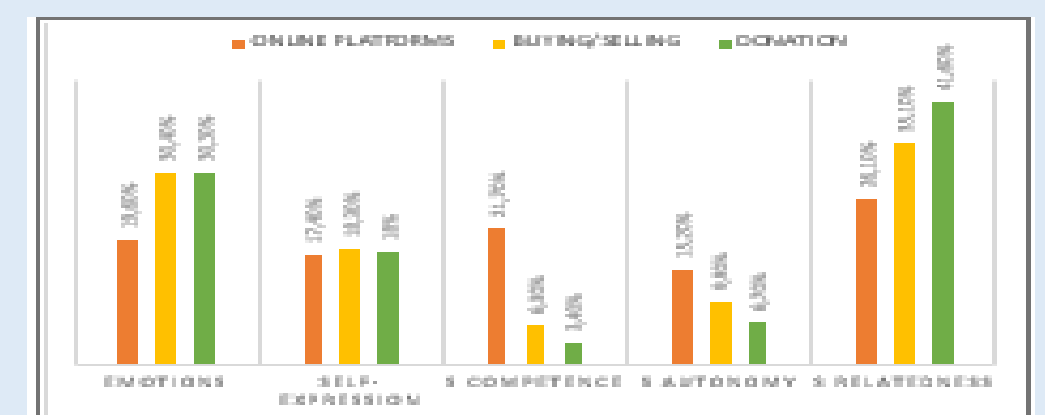
## METHODOLOGY:

We collected 39 consumers' diaries. We attributed any meaningful concept to the pertinent eudemonic well-being dimension between the three (Bergianti et al. 2021):

**positive emotions** (Kahneman et al., 1999; Camacho-Otero et al., 2019; Machado et al., 2018);

**self-expression** (Emmons, 1986; Little, 1989; Sheldon & Kasser, 1995; Carver & Scheier, 1999, McGregor & Little, 1998; Brunstein, 1993; Sheldon & Elliot, 1999)

**search for meaning** composed by: search for competence (Reis et al., 2000); search for autonomy (Mugler et al., 2019), and search for relatedness (Ryan and Deci, 1991; Parks & Floyd, 1996). First, we conducted an aggregate analysis; then, we distinguished three different categories of practices.



## RESULTS:

Sustainable fashion products' practices are full of imagery: 118 pertinent words emerged from the diaries' analysis. We found about 11 meaningful concepts for each journal, regardless of the practice typology. Interesting differences between the three kinds of sustainable practices emerged. The self-expression dimension is the most stable well-being dimension across the practices.

Interpersonal buying/selling: the most-prominent dimensions are 'positive emotions' and 'search for relatedness'.

Online platforms: a well-balanced but flat experience. They seem to induce low 'positive emotions' and 'search for relatedness', but they highlight the 'search for autonomy'.

## FURTHER STEPS:

Quantitative research (a questionnaire with the items that emerged in the qualitative step). Further goals: to quantify the contribution of each of the three dimensions on the overall individual well-being; to verify the systematic and significant differences between the three different practices; to suggest implications in the sustainability and new technologies domain.