

Consumer Wisdom
Track 1 Proposal for 2019 TCR Conference
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BACKGROUND AND PURPOSE

The overall purpose of this proposed track is to develop a network of researchers who will identify and pursue new research collaborations addressing the topic of “consumer wisdom.” Although consumer wisdom has not been a research topic at previous TCR conferences, it does naturally follow from a variety of prior conference topics including sustainability, life satisfaction, materialism, and mindfulness. Research on wisdom in psychology and elsewhere has blossomed over the last two decades (e.g., see the growing list of publications listed by the [University of Chicago’s Center for Practical Wisdom](#)). Meanwhile, research on consumer wisdom in particular has been scant (for an exception see Mick, Spiller, and Baglioni 2012). However, [Luchs and Mick \(forthcoming, *Journal of Consumer Psychology*\)](#) recently provided an empirically derived theoretical framework of consumer wisdom which may serve as a catalyst for new research. We believe that this topic has great research potential, similar in ways to consumer research that has addressed a variety of “dark side” issues (materialism, addiction, obesity, etc.) yet instead focused on explicitly promoting behaviors that simultaneously promote the welfare of the individual consumer, of society, and of the environment. Further, we believe that consumer wisdom research may serve as an important counterweight to research that presumes consumers cannot escape their typically automatic and foolish biases.

OBJECTIVES

We have three complementary objectives that will collectively serve to catalyze research on consumer wisdom:

1. Introduce consumer wisdom as a research domain to a select group of emerging and established scholars
2. Identify a short list of high potential research projects that address consumer wisdom; draft specific research plans for each of these identified projects (projects could build new consumer wisdom theory, address antecedents or consequences of consumer wisdom, test consumer wisdom interventions/inductions, or address methodological concerns such as scale development)
3. Identify co-author teams for the highest potential projects

CONFERENCE TRACK APPROACH

Our approach will be modeled loosely on the [Design Thinking](#) methodology, which encourages the development of a large “solution space” (explore many project concepts), which are improved and filtered based on cycles of feedback-informed iteration. In outline form, our major steps will include:

1. *Pre-conference*: participants complete a program of background reading, and then individually brainstorm a set of potential research projects (3-6 project concepts, each described in 200 words or less)
2. *2019 TCR Conference*: participants pitch individual ideas to the group for feedback; a subset of projects will be prioritized, and self-selected co-author teams will develop research plans; these will be presented to the group, and iterated based on feedback
3. *Post conference*: newly formed teams will prioritize collaboration on these new projects, targeting top tier research outlets

APPLICANT PROFILE

We will welcome both emerging and established scholars who have a demonstrated ability to publish in top tier consumer research and/or marketing journals. Further, we seek a diversity of applicants with respect to methodological training and experience (surveys, interviews, experiments, projective techniques, etc.). Given that wisdom is a relatively new topic within consumer research, no prior specific wisdom knowledge is expected. However, it will be helpful if participants have conducted research that relates in some way to consumer wisdom (e.g., see Table 3 of [Luchs and Mick \(2018\)](#) which illustrates a few of the very many ways that prior consumer research relates to wisdom).