

# I inherited love: intergenerational transmission and internal conflicts of values in the residents' cooperative movement

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## Abstract

### • *Objective*

Residents' cooperatives are a movement of consumers who wish to change the relationship with real estate in order to limit the excesses of this market. Without renouncing property, these cooperatives hybridize two value systems (one based on economic value, the other on social ties) which induce internal value conflicts for the members of this movement. The objective of this article is to study the values linked to transmission in this consumer movement and the possible conflicts that arise from it.

### • *Methodology*

An ethnography was conducted with all the members of a residents' cooperative over a three-year period. Qualitative data was collected through participant and non-participant observation, semi-structured interviews and a documentary study. It was processed by means of a thematic content analysis.

### • *Results*

The members of the movement are generally giving up on passing on part of their economic capital to the next family generation in order to bequeath socio-cultural capital to future generations. Yet they implement three strategies to resolve the conflicts that emerge as a result of this trend.

### • *Managerial implications*

Our work allows us to explain the obstacles to the development of innovation in cooperative housing, and to propose solutions to support this model.

### • *Originality*

While consumer movements have been studied for their influence on the purchase and use of goods, our research focuses on their transmission. It highlights value conflicts over the transmission of goods within a movement that hybridizes two value regimes.

• **Keywords:** cooperative, intergenerational transmission, consumer movement, value, hybridity.

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