

## **Abstract**

This work deals with a relatively new topic for economists. The connection between economic apparatus and the human need for meaning is pioneer, indeed. However, the work does not handle this topic by classical means of economics. The main topic of the work is to show that the human need for meaning is the main source of preference creation and human activity. The tool of analysis is a synthetic approach of various scientific branches. In the work is thus combined knowledge of biology, sociology, psychology, ecology and economics and their related branches.

On this basis is constructed a new synthetic theory of the consumer's preference creation. The model has a big predictive and descriptive potential.

From the results of the analysis stems that the human need for meaning could really be the key variable having influence in human decision making.