

The Research Centre of the School of Economics and Business
cordially invites you to a research seminar
on **Thursday, 12th December 2019**
at **13:00** in room **P-119**
at the **School of Economics and Business, University of Ljubljana**

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will present the article:

Having and doing contribute equally to happiness: Symmetrizing self-expression across material and experiential purchases

Extant literature suggests that material possessions have a disadvantage compared to experiences in making people happy and that, to increase happiness, one should generally invest on experiences rather than material objects. The present paper challenges this proposition and argues that the happiness advantage of experiences observed in the literature is largely attributed to an asymmetry in an important ingredient of happiness which has been neglected by prior empirical studies: when individuals reflect on their past purchases, they intuitively report more self-expressive experiential, as opposed to, material purchases. In four experiments, we provide correlational and causal evidence supporting this notion and show that (a) the self-expressive nature of a purchase generates more happiness and (b) to the extent that purchases are symmetrically self-expressive, the happiness disadvantage of material (vs. experiential) purchases is eliminated. We also find a compensatory mechanism between self-expression and social relatedness, indicating that self-expression has diminishing benefits on happiness, the more purchases enable social relatedness among individuals and vice versa. Our findings challenge conventional thinking on the dichotomy between experiential–material purchases, suggesting that people should not disregard material purchases altogether. Instead, they should be more conscientious when making purchase decisions and opt for those that are instrumental in expressing their self.

You can register for the free seminar by phone (01) 58-92-489, or via e-mail:

research.seminars@ef.uni-lj.si by Wednesday, 11th December 2019.

You can find all information regarding future research seminars on following link:

http://www.ef.uni-lj.si/raziskovanje/seminarji_in_konference

We look forward to seeing you!

