

You Can Buy Happiness, If It's An Experience

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NPR:

We humans spend a lot of time waiting in lines: People queue up for days in order to get their hands on the latest iPhone, or what feels like eons for a table at that hip new brunch place.

You may be better off spending time and money on the latter. A growing body of research has shown that experiences tend to make people happier than material possessions.

And even anticipating an experience like a concert, a ski trip or what better be a really great brunch makes us happier than purchasing the latest gadgets, according to a study published Tuesday in *Psychological Science*.

The study, cleverly titled *Waiting for Merlot: Anticipatory Consumption of Experiential and Material Purchases*, tracked how about 100 college students and over 2,200 randomly selected adults felt about material goods and experiences.

Read the whole story: [NPR](#)