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Consumption After the Bliss Point

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Abstract — *In this presentation, I will explain how consumption after the bliss-point does not necessarily increase happiness through analyzing the data I collected.*

I. INTRODUCTION

My research I conducted directly panders to the question we all will or have confronted "does money or material goods make one happy". To some degree we use material goods to make ourselves happier but research pin-points if that said happiness is simply temporal.

II. FINDINGS

The major points of my research is to find whether consumption of luxury goods truly makes the population I surveyed happy.



Does the consumption of luxury goods make one happier?

An undergraduate research project



How do we tackle this question?

1. Creating a Survey

- Planning/curating a survey that would yield accurate data on common consumer behavior

2. Distributing Survey

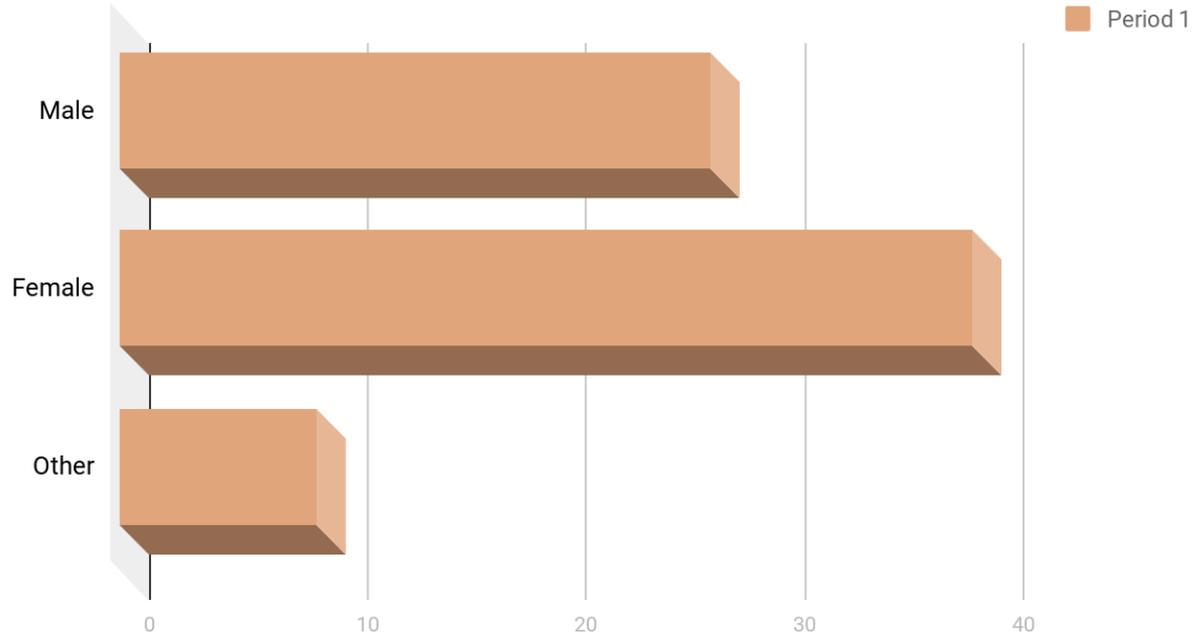
- Creating a cohesive survey to sample a representative population in Blue Ash, Ohio.

3. Analysing Data

- Modeling data and estimating parameters in order to reveal useful information.

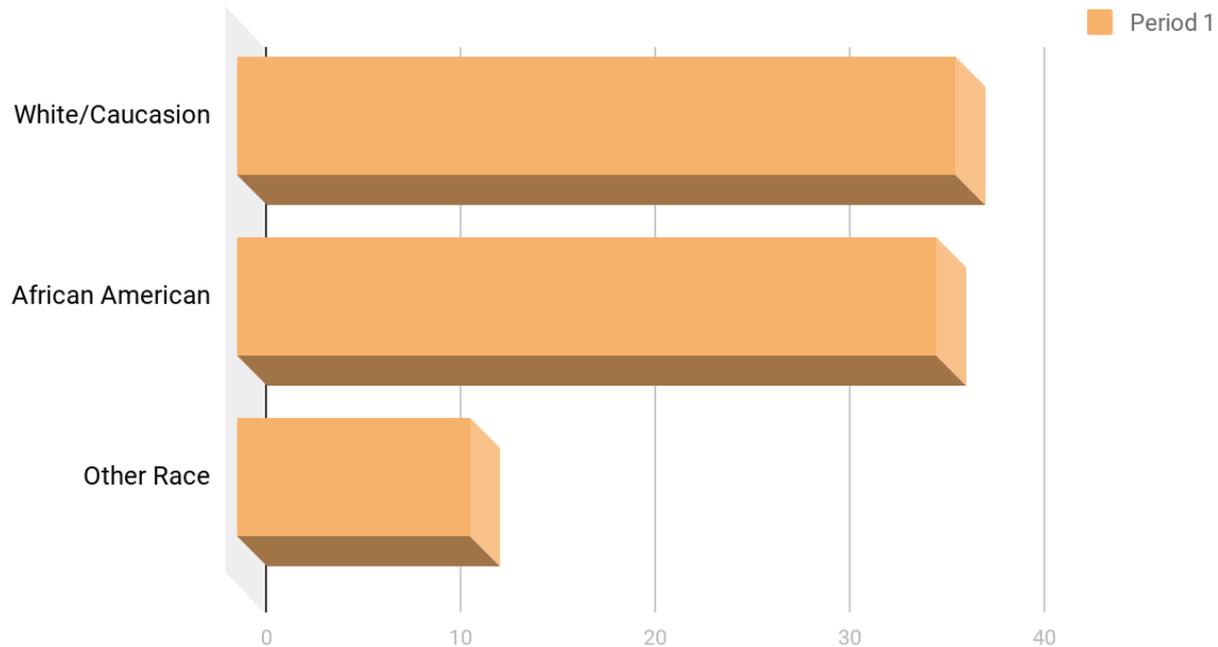
Demographics

Gender of Survey Takers



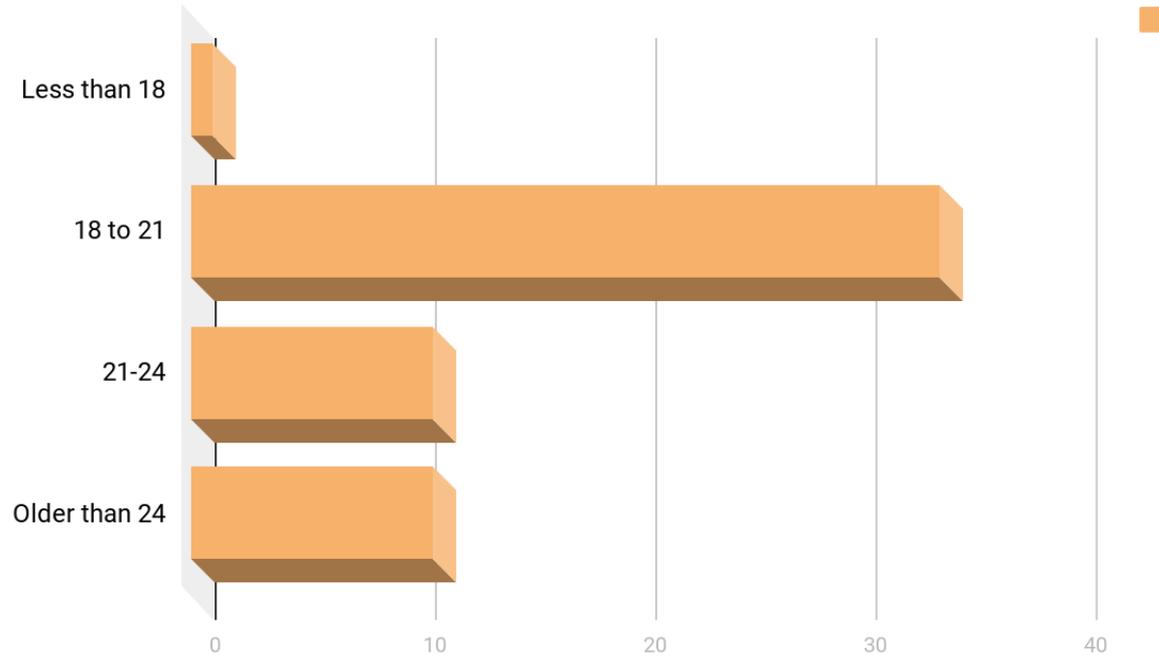
Demographics

Race of Survey Takers



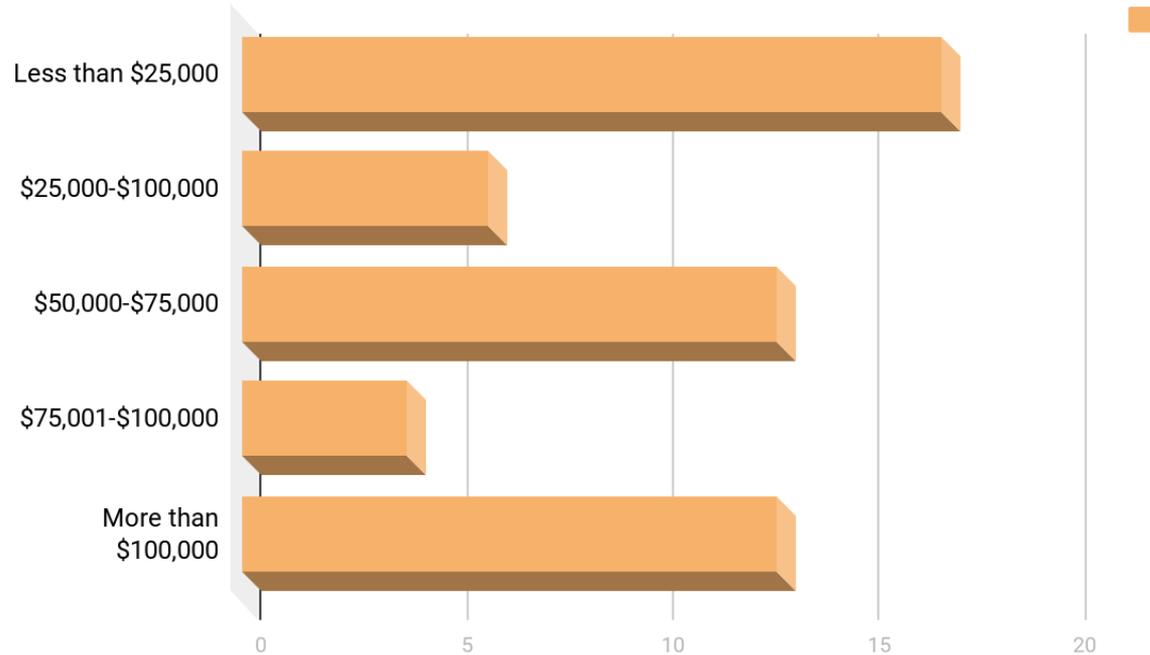
Demographics

Age of Survey Takers



Demographics

Household Income of Survey Takers





What is the Relationship Between
consumption of luxury goods and
Happiness?



Terms

Correlation Coefficient

- Correlation between 2 variables

P-Value

- Calculates significance.

Significant/ Insignificant

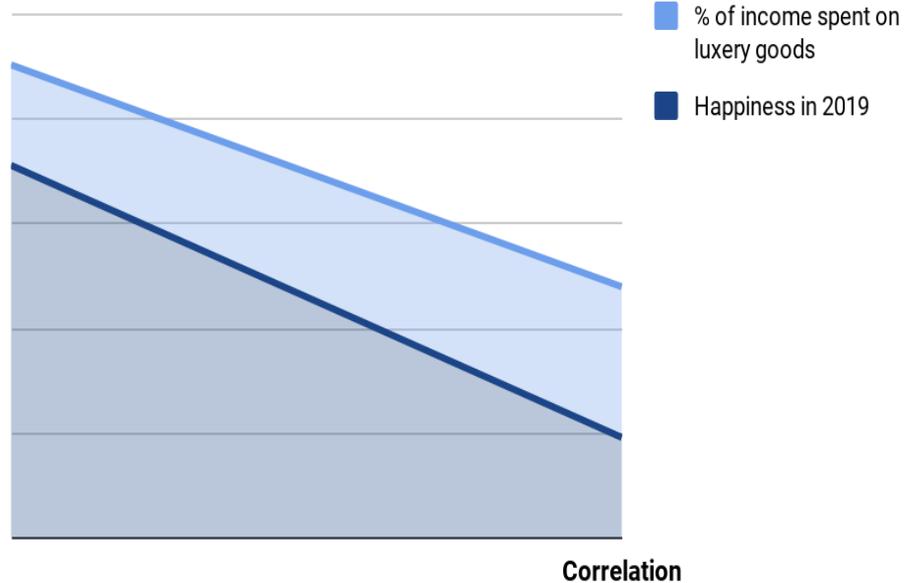
- Is this a coincidence or actually significant?

Male Respondents

**Correlation
Coefficient**

● **0.5398**

Male Correlation Illustration

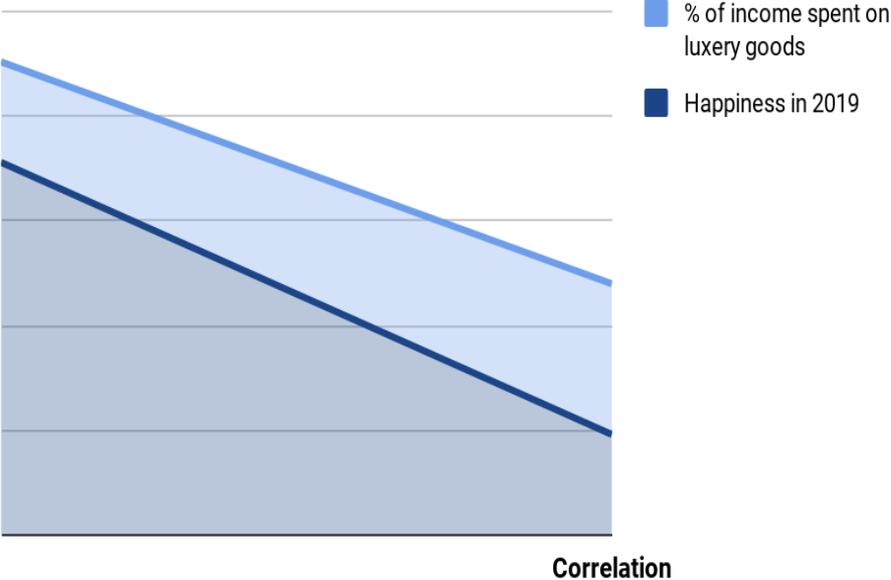


Female Respondents

**Correlation
Coefficient**

- **0.1717**

Female Correlation Illustration

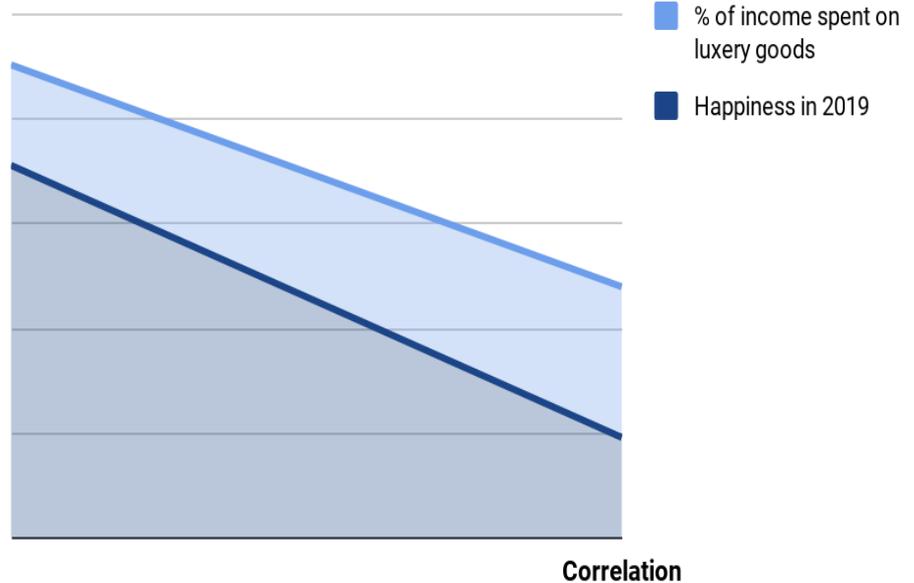


<\$25,000/year Respondents

Correlation Coefficient

- **0.6496**

Income Correlation Illustration

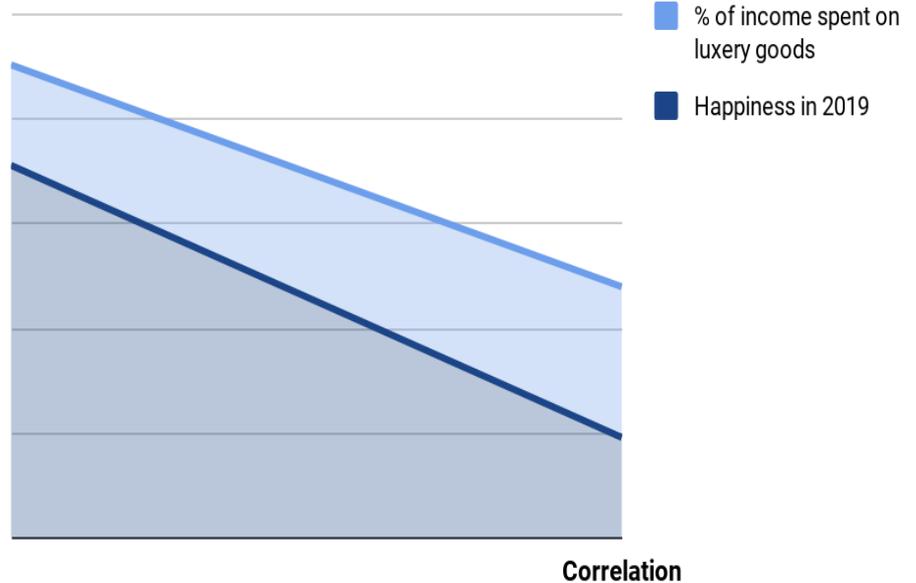


>\$100,000/year Respondents

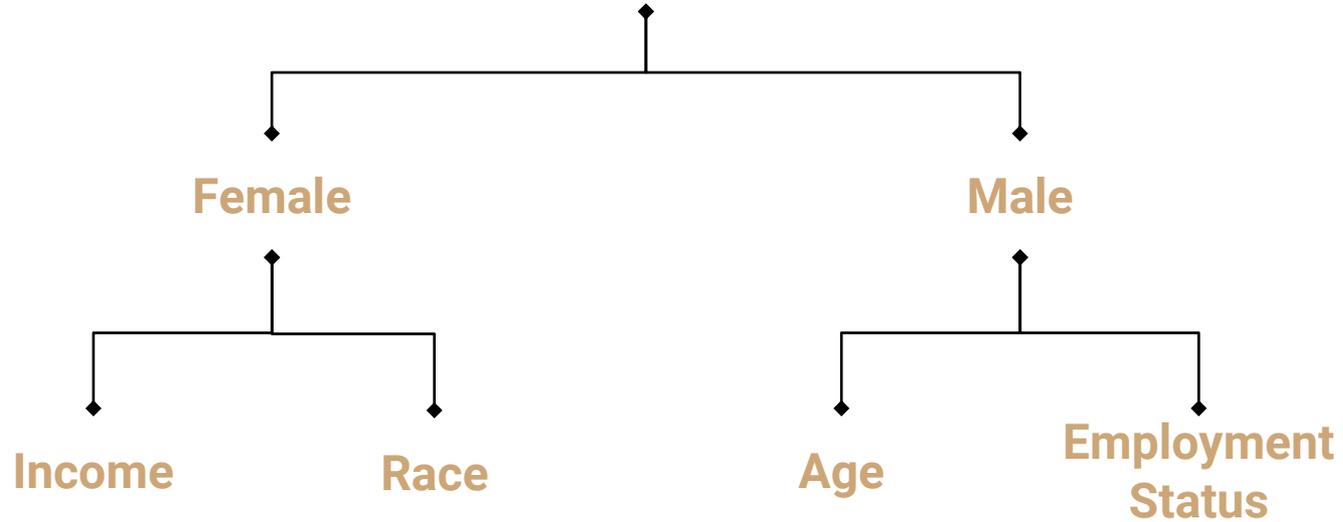
Correlation Coefficient

- **0.045**

Income Correlation Illustration



Accounting for All Factors



Accounting for All Factors

**Regression
Coefficient:**

-0.41436

P- Value:

.0013