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CONSUMPTION AND SUBJECTIVE HAPPINESS: A BIBLIOMETRIC STUDY

Nelsio Rodrigues de Abreu[1]

Abstract

Subjective happiness refers to how individuals perceive their emotional well-being and satisfaction with life. Given this context, the research problem is formulated as follows: How does the consumption of goods and services affect subjective happiness? This study aims to provide a theoretical and reflective discussion on how the consumption of goods and services influences subjective happiness. Therefore, a bibliometric study on subjective happiness was conducted, analyzing 70 scientific articles related to this topic across various fields of study. Data organization will be conducted using VOSviewer©, incorporating bibliometric principles such as Lotka's law to measure the productivity of authors who contribute significantly to the research, Zipf's law to measure the frequency and relationship of words in the studies, and Bradford's law to evaluate the productivity and relevance of scientific journals. Patterns of academic production were identified, encompassing trends over time, influential authors and institutions. Citation analysis unveiled the most referenced studies and their contributions to advancing knowledge on subjective happiness. Additionally, gaps in the literature were identified, offering valuable insights for future research endeavors in this domain. This study offers a comprehensive understanding of the current landscape of research on subjective happiness and its broader implications for both science and society.

Keywords: Bibliometrics; Consumption; Eudaimonic Well-being; Satisfaction; Subjective Happiness.

Resumo

A felicidade subjetiva refere-se à forma como os indivíduos percebem seu bem-estar emocional e satisfação com a vida. Dado esse contexto, o problema de pesquisa é formulado da seguinte forma: como o consumo de bens e serviços afeta a felicidade subjetiva? Este estudo tem como objetivo fornecer uma discussão teórica e reflexiva sobre como o consumo de bens e serviços influencia a felicidade subjetiva. Portanto, foi realizado um estudo bibliométrico sobre felicidade subjetiva, analisando 70 artigos científicos relacionados a esse tema em várias áreas de estudo. A organização dos dados será realizada usando o VOSviewer©, incorporando princípios bibliométricos como a lei de Lotka para medir a produtividade dos autores que contribuem significativamente para a pesquisa, a lei de Zipf para medir a frequência e a relação das palavras nos estudos e a lei de Bradford para avaliar a produtividade e a relevância das revistas científicas. Foram identificados padrões de produção acadêmica, abrangendo tendências ao longo do tempo, autores e instituições influentes. A análise de citações revelou os estudos mais referenciados e suas contribuições para o avanço do conhecimento sobre a felicidade subjetiva. Além disso, foram identificadas lacunas na literatura, oferecendo insights valiosos para futuros esforços de pesquisa neste domínio. Este estudo oferece uma compreensão abrangente do panorama atual da pesquisa sobre a felicidade subjetiva e suas implicações mais amplas para a ciência e a sociedade.

Palavras-chave: Bem-estar Eudaimônico; Bibliometria; Consumo; Felicidade Subjetiva; Satisfação.

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INTRODUCTION

In times marked by rapid social change, economic instability and collective challenges that affect quality of life, there is growing interest in understanding how people construct perceptions of well-being, subjective happiness and life satisfaction. Subjective happiness, often associated with a positive emotional state, pleasure, and immediate feelings of well-being, is limited in its ability to explain more complex experiences of everyday life. Positive psychology broadens this understanding by valuing deeper dimensions of human existence, such as purpose, the development of personal strengths, lasting satisfaction, and flourishing. This flourishing is directly linked to eudaimonia and a broader understanding of subjective happiness, which goes beyond the pursuit of immediate pleasure and emphasizes virtue, self-realization and meaning in life, constituting the central focus of this study.

In this sense, social well-being has both positive and negative biases, relying on the consumption of goods or extraordinary experiences as provided by the managerial perspective of marketing. However, the pursuit of well-being is theoretically characterized by two main concepts: hedonic and eudaimonic.

Well-being is a complex construct related to a state of physical and emotional contentment. Hedonic well-being is discussed and conceptualized in terms of pleasure, happiness, and satisfaction with positive affect or the absence of negative affect. On the other hand, eudaimonic well-being, also known as psychological well-being, is conceptualized as the pursuit and attainment of meaning, self-actualization, and personal growth. It refers to individuals' connection with nature in its pure and natural state, and it is considered that when an individual experiences this sensation, they flourish in various ways.

Given those mentioned above, as it is a new thematic area that requires theoretical and critical depth, this study addresses topics such as eudaimonia, subjective happiness, and consumption, which are fundamental to understanding consumption behaviors and their positive and negative externalities in society. Therefore, this study is justified by its recent thematic relevance, and all concepts will be further explored in each stage of the proposed study.

PROBLEMATIC AND GUIDING QUESTIONS

The research problem is formulated in the following question: How does the consumption of goods and services influence eudaimonic well-being from the perspective of happiness?

The purpose of this study is to develop a theoretical and reflective discussion on the influence of the consumption of goods and services on eudaimonic well-being, from the perspective of happiness.

Based on this problematization, the investigation is guided by the following guiding questions: i) What are the determining factors of eudaimonic well-being and happiness? ii) How do consumer behavior and the consumption of goods and services impact on individuals' eudaimonic well-being?

JUSTIFICATION

Studying the influence of consumption on eudaimonic well-being and happiness is of great importance because of its relevance in understanding the complex dynamics between individual well-being and consumer behavior. In today's consumer-driven society, where the pursuit of happiness is often associated with material possessions and consumption of products and services, it is crucial to critically examine the impact of these consumption patterns on individuals' overall well-being (DIENLIN; JOHANNES, 2020; FERDOUSI *et al.*, 2025; LINDBLOM; LINDBLOM; WECHTLER, 2018; WERNER; SMYTH; MILYAVSKAYA, 2019).

By exploring the relationship between consumption and eudaimonic well-being, this study aims to contribute to the existing body of knowledge in the fields of consumer and positive psychology. It seeks to provide valuable insights into how the choices individuals make in terms of their consumption behaviors can either enhance or hinder their eudaimonic well-being, which encompasses aspects such as personal growth, meaning, and fulfillment (BAUGER; BONGAARDT; BAUER, 2021; CASAS; GONZALEZ-CARRASCO, 2021; PRITCHARD *et al.*, 2020; RYFF, 2019).

Additionally, this study was motivated by the need to address the potential negative consequences of excessive and materialistic consumption on individuals' well-being. With the prevalence of consumerism and the constant exposure to marketing messages that promote material possessions as a source of happiness, it is essential to investigate the underlying mechanisms and psychological processes involved in the relationship between consumption and eudaimonic well-being (BRYDEN; FIELD; FRANCIS, 2015; CASAS; GONZALEZ-CARRASCO, 2021; GAO; EDELMAN, 2016; HERBERT; COLLIN-LACHAUD, 2017; PEIXOTO *et al.*, 2025; WERNER; SMYTH; MILYAVSKAYA, 2019).

By shedding light on the role of consumption in eudaimonic well-being and happiness, this study can inform policymakers, marketers, and individuals about the potential benefits of more mindful and intentional consumption practices (AVSEC; KAVCIC; JARDEN, 2016; HERBERT; COLLIN-LACHAUD, 2017; PETERSON; GODBY, 2020; VAZ; BESSA, 2025). This can contribute to the development of interventions and strategies aimed at promoting sustainable and well-being-enhancing forms of consumption, fostering a more balanced and fulfilling lifestyle for individuals and society as a whole (AHMER *et al.*, 2021; FERDOUSI *et al.*, 2025).

In summary, this study's justification lies in its potential to deepen our understanding of the complex interplay among consumption, eudaimonic well-being, and happiness. Examining the effects of consumption choices on individuals' overall well-being can provide valuable insights and practical implications to promote a more sustainable and fulfilling approach to consumption in today's consumer-oriented world.

LITERATURE REVIEW

This session will address subjective happiness as two interconnected concepts that contribute to our understanding of overall well-being. Eudaimonic well-being emphasizes personal growth, purpose, and meaning in life, whereas subjective happiness captures an individual's evaluation of happiness and life satisfaction. Both concepts have implications for various aspects of life including health, relationships, and overall life outcomes. Understanding the interplay between subjective happiness and eudaimonic well-being provides valuable insights into human well-being and informs research and practice in psychology and related fields, which are discussed next.

Initial notions of subjective happiness

Traditionally, in psychology, the focus has been on identifying and treating abnormal structures such as depression, anxiety, and stress. Therefore, a brief initial consideration is made here regarding subjective happiness, which will be further explored through bibliometrics in the first stage of the study.

Going beyond the problems of the aforementioned abnormal structures is extremely important for those facing mental issues and difficulties in feeling happy. Within the field of Positive Psychology, the early definitions by (DIENER, 2000) describe happiness as having a positive effect and life satisfaction as experiencing less negative effect. In other words, positive psychology focuses on well-being, happiness, flow, personal strength, wisdom, creativity, imagination, and the characteristics of positive experiences (DEMIR; HAMARAT; SÖNMEZ, 2025; SARIÇAM, 2015). Thus, happiness is identified as “a state of well-being and contentment” or “a pleasurable or satisfying experience.” In psychology, happiness is often used interchangeably with the term subjective well-being (SARIÇAM, 2015; VAZ; BESSA, 2025). In other words, happiness is an emotion combined with other positive emotions, resulting in subjective well-being, (DIENER, 2000) identifies subjective well-being as the person's positive emotions outweighing negative emotions and life satisfaction.

It is important to highlight that conventional psychologists examine the level of hope through hopelessness because they have worked with a problem-focused approach. In other words, hopelessness is central to the concept of recovery from mental disorders, both as a trigger for the recovery process and as a maintenance factor (MÉRIDA-LÓPEZ *et al.*, 2022; SANTIAGO; FREIRE, 2025; SARIÇAM, 2015).

Hope and subjective happiness, which emphasize human growth and strength as well as well-being, have been studied in recent decades within the scope of positive psychology. In contrast to depression, happiness is associated with well-being, life satisfaction (DEMIR; HAMARAT; SÖNMEZ, 2025; URBÓN; CHAFER; SALAVERA, 2025), and positive flourishing. Although the relationship between subjective happiness and other concepts has been widely examined, much less research has focused on subjective happiness and its relationship with hope. Hope can be one of the most important structures for understanding subjective happiness because it encompasses not only positive dimensions, such as trust, confidence, lack of perspective, positive orientation towards the future, social relationships, and personal value but also negative dimensions, such as lack of perspective (MÉRIDA-LÓPEZ *et al.*, 2022; SANTIAGO; FREIRE, 2025; SARIÇAM, 2015; ZANON *et al.*, 2022).

Therefore, subjective happiness, also commonly referred to as subjective well-being, is a multidimensional construct that indexes a person's evaluation of everyday emotional experiences and life satisfaction and is typically associated with high positive affect and low negative affect. Previous research has demonstrated clear benefits associated with higher levels of happiness: happier individuals tend to have better physical health and longevity, better social relationships, and greater satisfaction and performance at work, among other outcomes (KATSUMI *et al.*, 2021; MÉRIDA-LÓPEZ *et al.*, 2022; URBÓN; CHAFER; SALAVERA, 2025; ZANON *et al.*, 2022).

General relationship between consumption and happiness

Research on the relationship between consumption and happiness presents mixed and sometimes contradictory findings. While certain studies report positive associations between higher levels of consumption and subjective well-being, others identify null or even negative relationships, suggesting that outcomes are contingent on economic context and the nature of consumption (VEENHOVEN *et al.*, 2021).

From a theoretical economic perspective, consumption is expected to relate positively to happiness, as it more directly reflects individuals' preferences, choices, and access to goods and services than income alone (WANG; LIU; CAI, 2022). Empirical evidence supports this assumption in specific

contexts, particularly in developing economies such as China, where increased consumption has been associated with higher reported happiness levels (WANG; LIU; CAI, 2022).

Conversely, cross-national research reveals more nuanced patterns. Comparative studies indicate that declining consumption is generally linked to reductions in happiness, whereas increasing consumption does not consistently produce corresponding gains in well-being. This asymmetry highlights structural differences between growing and non-growing economies. In countries experiencing stagnant incomes, happiness tends to decline, yet rising incomes do not necessarily translate into increased happiness in contexts of economic growth (FANNING; O'NEILL, 2019).

Further evidence points to potential negative effects of consumption on happiness. Some studies demonstrate that higher average consumption may be inversely related to well-being. In certain cases, marginal increases in consumption are associated with lower happiness levels, suggesting that socially driven consumption aspirations and status-oriented spending can undermine individual well-being rather than enhance it (KÜLEKÇI, 2024).

Despite these divergent results, systematic reviews indicate that most observed correlations between consumption and happiness are relatively small, with a slight predominance of positive associations. Overall, consumption appears more likely to be weakly beneficial than harmful to happiness (VEENHOVEN *et al.*, 2021). Nonetheless, the existing literature remains limited in its ability to establish causal directionality, leaving unresolved whether consumption leads to happiness or whether happier individuals tend to consume more (VEENHOVEN *et al.*, 2021).

Types of consumption and their effects

Different forms of consumption exert heterogeneous effects on subjective well-being. Empirical evidence consistently indicates that experiential and relational consumption tend to enhance happiness, whereas material and conspicuous consumption often display diminishing returns or even negative associations with well-being.

Research highlights substantial differences in how consumption types influence happiness. Experiential consumption, understood as spending on experiences rather than material goods, demonstrates robust and consistent positive relationships with happiness (GERHARD *et al.*, 2020). Studies show that hedonic values orient individuals toward well-being through extraordinary experiences, with happiness being closely linked to experiential consumption grounded in lived and memorable experiences (GERHARD *et al.*, 2020).

Material and relational consumption also exhibit distinct patterns. Evidence from Japan suggests that relational consumption contributes to well-being without clear upper limits, whereas material consumption increases happiness only up to specific thresholds, after which saturation effects emerge (TSURUMI *et al.*, 2021). Overall, the marginal effects of relational consumption tend to exceed those of material consumption across multiple indicators of well-being (TSURUMI *et al.*, 2021).

Hedonic consumption presents mixed but generally positive outcomes when associated with variety. While happiness gains derived from isolated hedonic purchases are typically short-lived, diversity in hedonic spending is positively associated with well-being beyond total expenditure levels (GLADSTONE *et al.*, 2024). Additionally, the consumption of hedonic products has been linked to higher life satisfaction, and individuals with strong ethical orientations tend to anticipate positive emotions from sustainable consumption practices (XIAO *et al.*, 2022).

In contrast, conspicuous consumption consistently demonstrates negative associations with happiness. Studies indicate that consumption driven by status signaling and the display of possessions is linked to lower subjective well-being (FIGUEROA; ROSARIO, 2025; NI; UEICHI, 2024; XIAO *et al.*, 2022). Importantly, even after controlling for absolute consumption levels, conspicuous consumption remains negatively related to happiness (LINSSEN; KEMPEN; KRAAYKAMP, 2010).

The effects of consumption also vary across specific spending categories. Certain expenditures, such as eating out and vacations, show stable positive correlations with life satisfaction, whereas housing-related expenses tend to exhibit negative associations (DUMLUDAG; GOKDEMIR; VEENHOVEN, 2021). Moreover, for lower-income groups, spending on basic needs including food, housing, and medical services has a significant positive impact on happiness (WANG; LIU; CAI, 2022). Social experiential consumption and sustainable consumption further contribute positively to well-being, while consumption consciousness rooted in prosocial and socially oriented values enhances both happiness and life satisfaction (NI; UEICHI, 2024).

Mechanisms explaining the consumption-happiness relationship

The relationship between consumption and happiness operates through multiple psychological, social, and cultural mechanisms. These mechanisms help explain why consumption can generate both positive and negative outcomes for subjective well-being, depending on motivations, values, and consumption patterns.

Research identifies consumer well-being as a central mediating mechanism linking consumption to overall happiness. Consumption produces emotional and cognitive responses such as satisfaction,

positive affect, and perceived quality of life, which subsequently influence global life satisfaction through bottom-up spillover effects (ZHAO; WEI, 2019). In this perspective, consumption does not directly generate happiness. Instead, it shapes specific consumer experiences that accumulate and contribute to broader subjective well-being.

Value orientations play a decisive role in determining whether consumption enhances or undermines happiness. Materialistic value orientations, characterized by externally driven goals and status-seeking, tend to negatively affect consumer well-being. In contrast, anti-consumption or intrinsically oriented values foster well-being by strengthening self-determination, self-realization, and perceived control over life while reducing material desires (ZHAO; WEI, 2019). These findings suggest that the motivations and values underlying consumption are more consequential for happiness than consumption volume itself.

Social and psychological motivations further shape the consumption-happiness relationship. Consumer culture ideology reinforces the belief that happiness is attainable through increased purchasing power and consumption, promoting the assumption that greater consumption leads to greater happiness (REZA; AMIR; KAZMI, 2021). Controlled motivations, such as avoiding poverty-related stigma, signaling financial success, and aligning with aspirational social groups, intensify discretionary consumption and influence subjective well-being, often in ambivalent ways (REZA; AMIR; KAZMI, 2021).

Moderating psychological factors significantly condition the effects of consumption on happiness. Social anxiety intensifies the negative association between materialism and happiness, while hedonic orientation strengthens the positive relationship between frugality and happiness. Conversely, conspicuous consumption weakens the positive link between social acceptance and well-being (MOTA; BOTELHO, 2021). These dynamics indicate that individual psychological traits determine whether specific consumption behaviors enhance or diminish well-being.

Cultural beliefs and cognitive biases also shape how individuals perceive the happiness outcomes of consumption. Subjective expectations regarding happiness derived from purchases frequently reflect internalized cultural narratives rather than objective improvements in well-being. Such expectations are socially constructed and reinforced by dominant discourses linking consumption to happiness (MOLDES, 2022).

Finally, practical life mechanisms provide additional explanatory pathways. Consumption can enhance well-being by reducing material deprivation, facilitating daily functioning, serving as a coping strategy against stress, and elevating social status through visible goods (MYNAŘÍKOVÁ; POŠTA, 2023). In the context of hedonic consumption, the acquisition and use of pleasure-oriented products are

perceived as direct routes to personal happiness, with empirical evidence generally supporting positive effects on mental health (LI; ZENG, 2025).

Thus, this study raises the discussion that subjective happiness may increase, or vice versa, from the perspective of consuming goods and services. Therefore, an understanding of happiness and subjective happiness will guide the discussion and reflection on eudaimonia in consumer behavior.

METHODOLOGICAL PROCEDURES

This study aims to characterize eudaimonic well-being research in the field of consumption and to analyze the available literature, using the Web of Science and Scopus databases.

Bibliometric analysis involves applying Lotka's law to measure the productivity of authors who contribute significantly to the research, Zipf's law to measure the frequency and relationship of words in the studies, and Brandford's law to evaluate the productivity and relevance of scientific journals (BRAGA, 1973).

Initially, a search was conducted by “topics” in the Web of Science and Scopus databases, resulting in a large number of articles (table 1). However, as there was no proximity to the specific area of study, which is marketing, especially consumer behavior, new searches were performed using “titles” with the keywords “Eudaimonic well-being” and “Subjective happiness.” And finally: TITLE-ABS-KEY (subjective AND happiness) AND (LIMIT-TO (DOCTYPE, “ar”)) AND (LIMIT-TO (LANGUAGE, “English”)) AND (LIMIT-TO (SRCTYPE, “j”)) AND (LIMIT-TO (PUBSTAGE, “final”)) AND (LIMIT-TO (SUBJAREA, “SOCI”) OR LIMIT-TO (SUBJAREA, “PSYC”) OR LIMIT-TO (SUBJAREA, “ARTS”) OR LIMIT-TO (SUBJAREA , “ECON”) OR LIMIT-TO (SUBJAREA, “BUSI”) OR LIMIT-TO (SUBJAREA , “DECI”)).

The type of articles included in the study was limited to completed articles with open access, and there was no established time interval, as there was still limited discussion on the topic of eudaimonic well-being in the context of marketing. The articles will be selected based on their alignment with the research focus on consumer behavior, and the remaining articles will be read in full.

As shown in the table below, a large number of articles could be observed, necessitating a reduction to make the analysis more feasible, detailed, and precise. To achieve this, after the initial search and application of the selection criteria based on titles and keywords, a more rigorous screening process is required.

Screening will involve reading the abstracts of the selected articles to identify those that align directly with the study's focus on eudaimonic well-being in the context of consumption. Consequently, articles that did not present a direct connection with the main theme of the research were excluded.

This screening stage was crucial to ensure that only relevant articles related to the topic under consideration were included in the bibliometric analysis. By reducing the number of articles, this study will gain efficiency and precision, allowing for a more in-depth and meaningful analysis of the obtained results.

Following screening, the remaining articles will be read in their entirety to extract relevant information necessary for bibliometric analysis. Data organization will be conducted using VOSviewer© software, which will enable the construction of bibliometric networks, including co-authorship and co-citation networks, as well as keyword mining based on Zipf's law.

Table 1 - Extractions from Web of Science and SCOPUS databases

DATABASES	TYPES	TERMS	FILTERS	QUANTITY OF ARTICLES
Web of Science	Topic	Subjective Happiness	ALL	801
			ARTICLE	358
			OPEN ACCESS	351
			CATEGORY WoS	226
			FINAL RESULT:	**226**
Web of Science	Title	Subjective Happiness	ALL	173
			ARTICLE	153
			OPEN ACCESS	71
			CATEGORY WoS	54
			FINAL RESULT:	**54**
SCOPUS	Topic	Subjective Happiness	ALL	5.168
			ARTICLE	4.102
			OPEN ACCESS	4.011
			CATEGORY SCOPUS	3.015
			FINAL RESULT:	**3.015**
SCOPUS	Title	Subjective Happiness	ALL	196
			ARTICLE	191
			OPEN ACCESS	85
			CATEGORY SCOPUS	56
			FINAL RESULT:	**56**
RESULTS AFTER FILTERING BY TITLE				
DATABASES	**TYPES**	**TERMS**		**QUANTITY OF ARTICLES**
Web of Science	Title	Subjective Happiness		54
SCOPUS	Title	Subjective Happiness		56
RESULTS AFTER EXCLUDING DUPLICATE ARTICLES BETWEEN THE DATABASES				
TERMS	**TOTAL**		**DUPLICATES**	**QUANTITY OF FINAL ARTICLES**
Subjective Happiness	54 (WoS) + 56 (Scopus) = 110		40	**70**

Source: Self elaboration.

This approach will allow visualization of interconnections between works and identification of key authors, concepts, and themes related to eudaimonic well-being in the field of consumption. Additionally, it provides insights for developing a research agenda proposal that can guide future studies and contribute to advancing knowledge in this area.

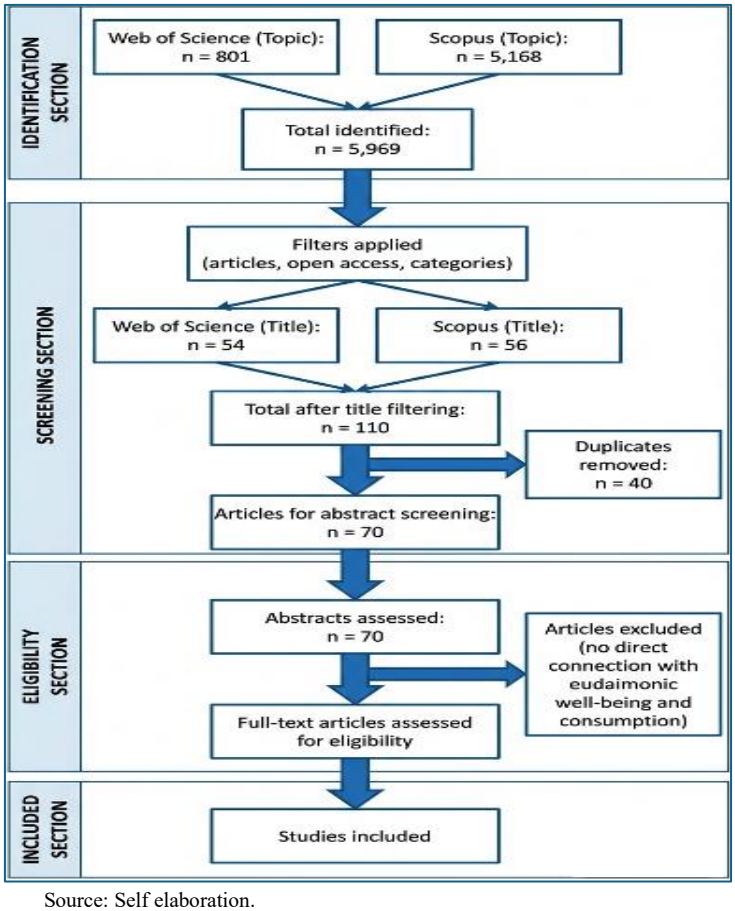
Thus, by reducing the number of articles to a more significant sample and applying advanced bibliometric methods, this study aims to offer a comprehensive and well-founded analysis, contributing to the advancement of the understanding of eudaimonic well-being in the context of consumption.

It is believed that this rigorous and thorough approach will yield more robust and relevant research results for academic and professional communities interested in this field of study

The next step involved organizing the data for further analysis using VOSviewer© software to construct and visualize bibliometric networks. The software generates co-authorship and co-citation networks based on citation relationships and mines keywords according to Zipf's Law. These findings will enable researchers to perform analyses, present the results, and propose a research agenda related to the topic.

It is essential to note that further discussion and analysis of the data will occur during the execution stage of the research.

Figure 1 - Flowchart of the Extractions from Web of Science and SCOPUS databases



Source: Self elaboration.

DATA ANALYSIS

In this section, we will discuss and analyze the bibliometric data, which has provided us with valuable information on the productivity and distribution of authors and publications in the area of

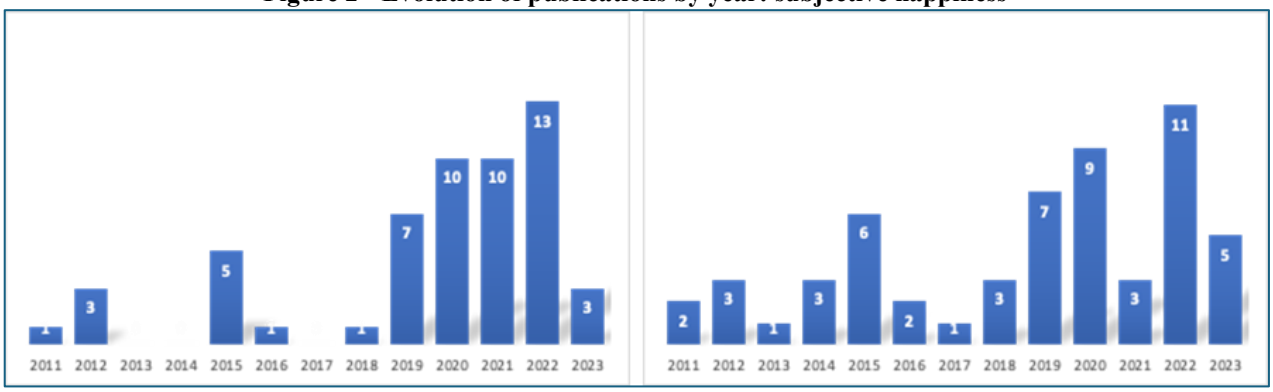
'subjective happiness'. By analyzing this data, it is possible to gain insights into the dynamics of research in these areas.

Bibliometric analysis

Research on “subjective happiness” has sparked growing interest within the academic community. This analysis aims to offer a comprehensive overview of the trends observed in the field, drawing from data collected over 15 years. The study involves both quantitative and qualitative analyses of a diverse dataset, which includes academic publications, empirical studies, and related sources.

Furthermore, concerning studies on “subjective happiness,” we have noted a continued increase over the last 12 years, with particularly significant growth in the past 5 years. This trend suggests that research into subjective happiness is increasingly gaining relevance and becoming an attractive research topic. Understanding the factors contributing to individual and collective happiness lies at the heart of contemporary societal concerns, driving a notable expansion in academic research within this domain. Additionally, our discussion includes an examination of the most cited journals.

Figure 2 - Evolution of publications by year: subjective happiness



Source: Web of Science; Scopus.

These results highlight the dynamism and growing importance of research related to 'subjective happiness'. They also indicate that these areas of study are evolving in response to social and academic demands, playing a fundamental role in understanding human well-being and the search for personal and collective fulfillment.

The most influential journals and the publishers that publish the most

About subjective happiness, the following journals stand out: Journal of Environmental Economics and Management - 310 citations; Journal of Happiness Studies - 90 citations; Personality and Individual

Differences - 91 citations; Frontiers in Psychology - 94 citations; Scientific Reports - 85 citations; PLOS ONE - 91 citations; Social Indicators Research - 274 citations; Cyberpsychology Behavior and Social Networking - 78 citations; Journal of Policy Modeling - 19 citations; and Universitas Psychologica - 19 citations.

Therefore, it is emphasized that these journals play crucial roles in promoting research on eudaimonia and subjective happiness, providing a platform for sharing discoveries, theories, and approaches that can enrich our understanding of human well-being.

About subjective happiness, the following stand out: Springer Nature; Frontiers Media Sa; Elsevier; Mdpi; Public Library Science; Sage; Czestochowa Univ Technology; Pontifica Univ Javeriana, Fac Psych; Taylor & Francis; and Centre Sociological Research.

In addition, to subjective happiness, journals such as the Journal of Environmental Economics and Management, Frontiers in Psychology, and Social Indicators Research stand out with a significant number of citations. They contribute to understanding subjective happiness and its impact on various areas.

As far as the main publishing houses are concerned, they play a key role in publishing research on eudaimonia and subjective happiness. Renowned names such as Springer Nature, Mdpi, Sage and others provide platforms that allow researchers to share their findings, collaborate with colleagues, and contribute to advancing the field of human well-being.

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Most cited articles

The scientific literature on eudaimonia and subjective happiness encompasses a diversity of approaches and points of view, each making a significant contribution to advancing the understanding of these fundamental concepts for human well-being. Within this corpus of research, there is a remarkable variety of articles that stand out both for their theoretical emphasis and their practical application. Below

we will present the main information derived from these articles, highlighting their relevance in the academic field and their contribution to understanding these psychological phenomena.

Table 2 - Most cited articles: subjective happiness

Year	Title	Authors	Journal	Citations
2014	The Dark Triad, happiness and subjective well-being	Egan V., Chan S., Shorter G.W.	Personality and Individual Differences	94
2015	The structural neural substrate of subjective happiness	Sato W., Kochiyama T., Uono S., Kubota Y., Sawada R., Yoshimura S., Toichi M.	Scientific Reports	67
2014	Psychometric evaluation of the Chinese version of the subjective happiness scale: Evidence from the Hong Kong family cohort	Nan H., Ni M.Y., Lee P.H., Tam W.W.S., Lam T.H., Leung G.M., McDowell I.	International Journal of Behavioral Medicine	64
2011	Trait Meta-Mood and Subjective Happiness: A 7-week Prospective Study	Extremera N., Salguero J.M., Fernandez-Berrocal P.	Journal of Happiness Studies	64
2015	The structural neural substrate of subjective happiness	Sato, Wataru; Kochiyama, Takanori; Uono, Shota; Kubota, Yasutaka; Sawada, Reiko; Yoshimura, Sayaka; Toichi, Motomi	Scientific Reports	64

Source: Self elaboration.

The article entitled “Integrating the diverse definitions of happiness: A time-sequential framework of subjective well-being,” by Kim-Prieto, Tamir, Scollon and Diener, published in the Journal of Happiness Studies in 2005 and with 241 citations, offers a valuable contribution to the field of subjective well-being. Although it was not identified in our database searches, its relevance is undeniable and therefore deserves to be highlighted in this discussion. The work presents a comprehensive framework that integrates the various definitions of happiness over time, providing a solid conceptual structure for understanding the dynamic nature of subjective well-being. This approach, while scientifically robust, recognizes the complexity and uniqueness of human experiences, thus reinforcing the importance of considering the diversity of perspectives when examining happiness.

Methodological approaches

In terms of methodological procedures concerning subjective happiness, I identified fifty-six (56) articles utilizing quantitative methods, six (6) employing qualitative approaches, and eight (8) employing mixed methods. Thus, there appears to be a preference for quantitative methods in both contexts.

Within the realm of research on eudaimonia and subjective happiness, the prominence of quantitative methods is notable, as indicated by the higher number of articles employing them. This suggests widespread acceptance and utilization of the quantitative approach in investigating these topics, likely due to its capability to quantify phenomena and yield statistically robust results.

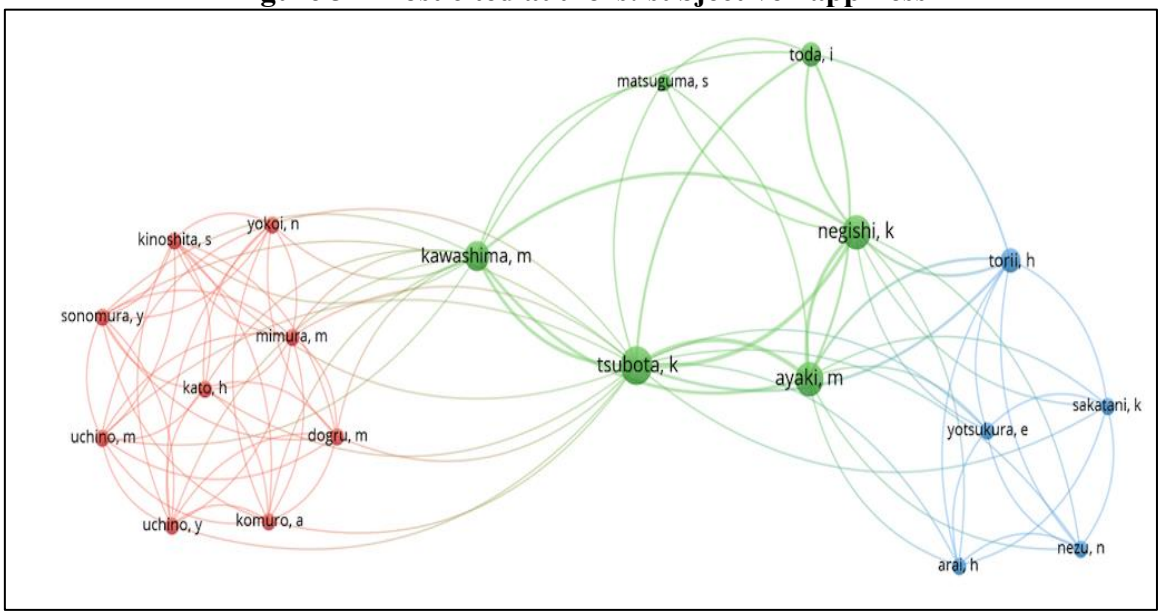
However, qualitative and mixed methods, though less common, should not be overlooked. They offer a deeper and more contextual understanding of the phenomena under study, allowing for a richer analysis of individual experiences and the underlying processes of eudaimonic well-being and subjective happiness.

Most cited authors

Based on the results obtained from the databases used in the study, it was observed that the most productive authors in the field of 'subjective happiness' led us to an interesting discussion about Lotka's Law. Lotka's Law, also known as Lotka-Zipf's Law, is an empirical law that describes the distribution of academic publications among authors. It suggests that a small number of authors will produce the majority of publications, while the majority of authors will produce only a few publications. However, the data presented in this study seems to contradict this law, at least in part.

Although Tsubota is the most productive author with 5 publications, we don't see a clear concentration of production in a single author or a small group of authors. The presence of several authors with significant numbers of publications, such as Ayaki and Negíshi with 4 publications each, and Kawashima with 3 publications, suggests that production is more distributed than expected by Lotka's Law.

Figure 3 - Most cited authors: subjective happiness



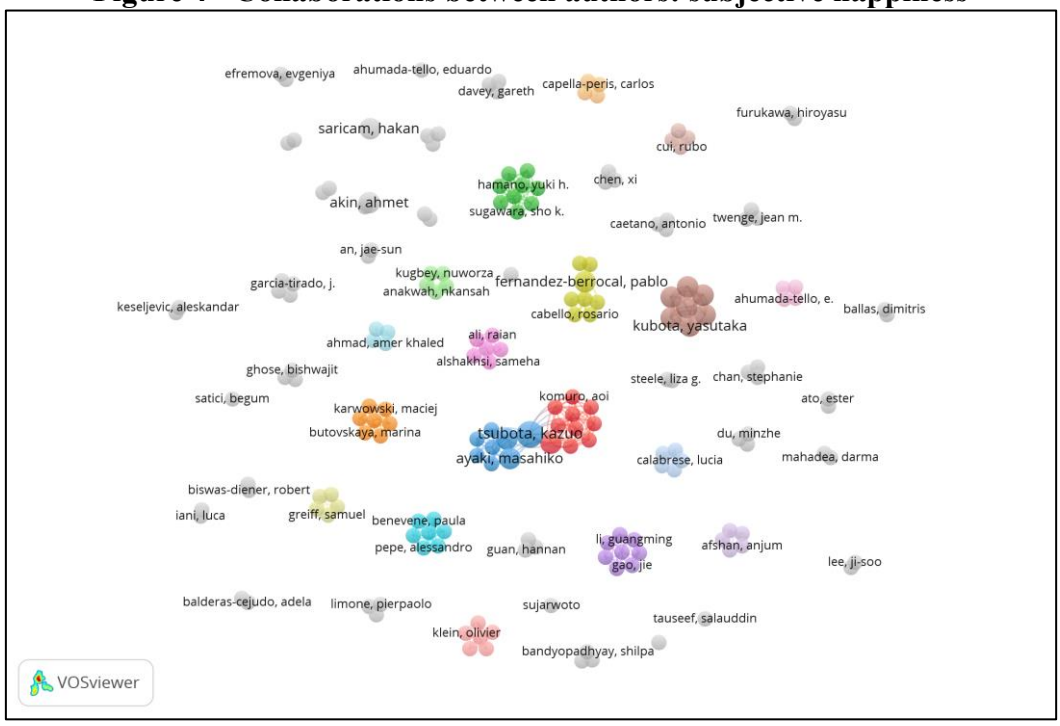
Source: Self elaboration.

This balanced distribution can be attributed to the interdisciplinary and multifaceted nature of the field of subjective happiness. These topics are explored in various disciplines, such as psychology, economics, sociology, and public health, and can be approached in a variety of ways. As a result, a greater number of researchers from different backgrounds actively contribute to the field, resulting in a more even distribution of academic output.

Collaborations between authors

Collaborations between authors are fundamental to the advancement of knowledge in any field of study. In the context of research into subjective happiness, joint contributions can significantly enrich the process of theoretical and methodological development.

Figure 4 - Collaborations between authors: subjective happiness



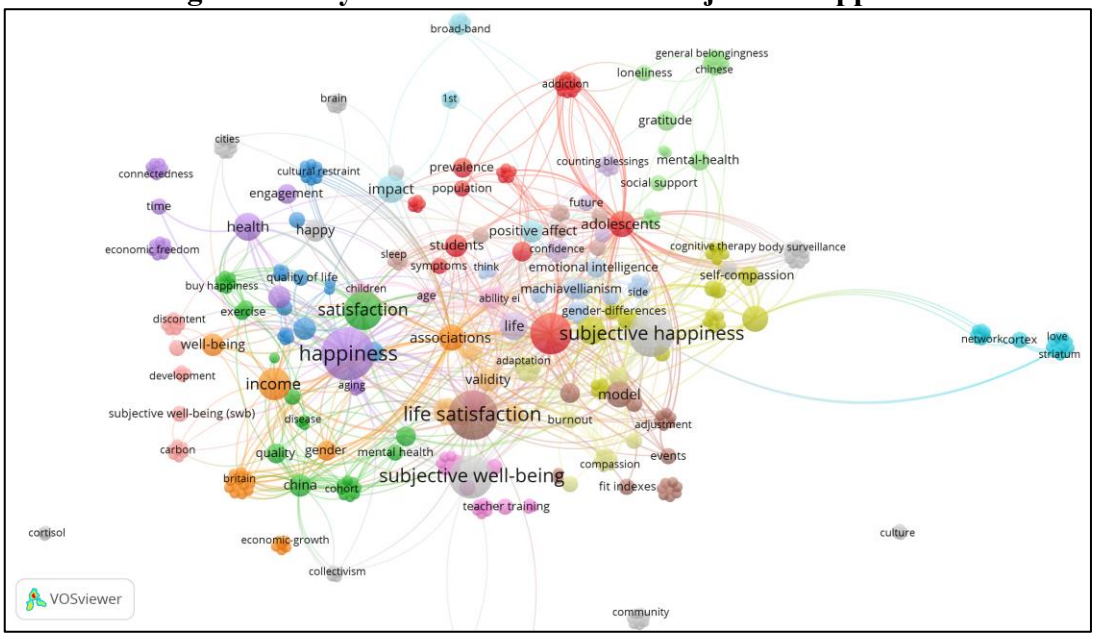
Source: Self elaboration.

The researchers Ayaki, Masahiko; Fernandez-Berrocal, Pablo; Kawashima, Motoko; Kochiyama, Takanori; Kubota, Yasutaka; Negishi, Kazuno; Saricam, Hakan; Sato, Wataru; Sawada, Reiko; Toichi, Motomi; Tsubota, Kazuo; and Yoshimura, Saya have joined forces in a joint initiative to investigate subjective happiness. Based on a shared interest in understanding this human phenomenon, these researchers integrate their skills and perspectives to provide a more complete view of the concept of happiness, as can be seen in the image above.

Keyword co-occurrence analysis

About the keywords extracted from the articles on eudaimonic well-being and subjective happiness, we can provide additional details on each of them, as well as their co-occurrences of significant keywords.

Figure 5 - Keyword co-occurrences: subjective happiness



Source: Self elaboration.

The data provided indicates an interconnection between various keywords related to subjective happiness. For example, “happiness” and “life satisfaction” frequently appear together, suggesting an association between happiness and life satisfaction. In addition, the word “adolescents” is associated with “depression”, indicating an interest in understanding the factors that impact young people's emotional well-being. Other words such as “associations”, “income” and “personality” are also related to these themes, highlighting the complexity of the factors that influence happiness and subjective well-being. These co-occurrences reflect the need for a holistic approach to understanding these concepts and developing effective strategies to promote individual and collective well-being.

Notable journals

The following table shows notable journals on subjective happiness, with the “International Journal of Environmental Research and Public Health” and “Frontiers in Psychology” standing out in terms of several publications.

Table 3 - Main journals

Subjective Happiness		
Journals	**Publications**	**Impact Score**
International Journal of Environmental Research and Public Health	9	4.53
Frontiers in Psychology	7	3.91
BMC Medical Education	2	3.89
Scientific Reports	2	4.44
Social Indicators Research	2	3.63
Social Sciences-Basel	2	1.7

Source: Self elaboration.

Leading countries and institutions

When analyzing the countries that contribute most to research and the higher education institutions involved in investigations into eudaimonia and subjective happiness, it becomes evident that these fields of study have a global scope and involve diverse contributors. This diversity is reflected in both the geographical distribution and the multitude of academic institutions engaged in research.

Regarding subjective happiness, a more diverse scenario is observed, with notable contributions from countries such as Japan (10 publications), the United Kingdom (8 publications), and the United States (7 publications), along with publications from various other countries. Additionally, it's noteworthy that several universities across different nations are making significant contributions to the field. Some of these universities include Hanyang University (3 publications), Keio University (3 publications), Kyoto University (2 publications), Sakarya University (2 publications), Shiga University (2 publications), Universidad de Malaga (2 publications), Universita LUMSA (2 publications), University of Milano Bicocca (2 publications), and University of Valencia (2 publications).

It's important to highlight that this study, employing bibliometric analysis techniques, applies Lotka's law to measure the productivity of authors who make significant contributions to the research, Zipf's law to assess the frequency and relationship of words in the studies, and Brandford's law to evaluate the productivity and relevance of scientific journals (BRAGA, 1973).

Overall, this overview underscores the global and collaborative nature of research in these fields, with significant contributions from various nations in both eudaimonia and subjective happiness studies.

Strengthening the Connection between Subjective Happiness and Consumption: A Research Agenda

The concepts of “Eudaimonic Well-being” and “Subjective Happiness” represent different approaches to understanding and measuring well-being and happiness. Subjective Happiness” refers to an individual's subjective assessment of their own happiness and well-being (DIENER, 2000;

KAWASHIMA *et al.*, 2015; SARIÇAM, 2015; ZANON *et al.*, 2022). It is an approach that is more centered on personal experience and momentary emotions.

Thus, research into "Subjective Happiness" is fundamental due to its ability to provide a comprehensive and multidimensional understanding of human well-being. About studies on Subjective Happiness, the importance of the subjective evaluation of happiness stands out, providing valuable insights into individual experiences of contentment. These topics not only contribute to academic knowledge but also have practical implications, guiding public policies, mental health practices, educational approaches, and the improvement of interpersonal relationships. Therefore, studying these topics is essential to promoting a healthier, more equitable society that understands human well-being.

Based on the data collected through the bibliometric study, we would like to emphasize several articles that are particularly relevant to the subject. These articles directly address key aspects of the topic at hand, offering valuable insights and contributing significantly to the advancement of knowledge. Moreover, the bibliometric analysis has also identified research gaps that warrant exploration in future studies, providing valuable guidance for further research endeavors.

When it comes to research on subjective happiness, Carol Ryff's studies continue to shine. Her paper "Happiness is everything, or is it? Explorations on the meaning of psychological well-being" makes a substantial contribution to the field by defining essential elements of positive functioning in assessments of psychological well-being. This approach offers a deeper insight into well-being across different age groups and genders, enriching our existing understanding. Moreover, it paves the way for future research to explore new avenues in this area.

The findings of Ryff's study suggest that there may be distinct patterns of well-being across different demographic groups, prompting further investigation into the potential factors driving these differences. Future research could delve into understanding the underlying mechanisms behind these patterns, shedding light on the complex interplay of biological, psychological, and sociocultural factors influencing psychological well-being (RYFF, 1989)

Moreover, the study underscores the importance of developing and validating assessment tools for psychological well-being that are sensitive to cultural variations. This highlights the need for cross-cultural research to ensure that measures accurately capture the diverse manifestations of well-being across different cultural contexts. By addressing this gap, researchers can ensure that interventions and policies aimed at promoting well-being are culturally relevant and effective.

In summary, Ryff's paper not only advances our understanding of psychological well-being but also sets the stage for further exploration into the intricacies of this multifaceted construct. Future research

in this area holds the potential to inform interventions and policies that enhance well-being across diverse populations.

The paper by Extremera and colleagues significantly contributes to our understanding of the relationship between trait meta-mood and subjective happiness by conducting a 7-week prospective study (EXTREMERA; SALGUERO; FERNÁNDEZ-BERROCAL, 2011). This research enhances existing knowledge by examining how trait meta-mood dimensions influence levels of subjective happiness over time, providing valuable insights into the predictive value of meta-mood in determining future happiness levels.

By investigating the relationship between trait meta-mood and subjective happiness longitudinally, the study offers a nuanced understanding of the dynamic interplay between these psychological constructs. The findings reveal that meta-mood dimensions are moderately related to subjective happiness and can independently predict future levels of happiness (EXTREMERA; SALGUERO; FERNÁNDEZ-BERROCAL, 2011). This highlights the importance of considering individuals' attitudes and beliefs about their emotions in understanding their overall well-being.

Furthermore, the paper's focus on a 7-week follow-up period allows for the examination of how trait meta-mood influences changes in subjective happiness over time. This temporal perspective adds depth to our understanding of the mechanisms underlying the association between meta-mood and happiness, providing valuable information for interventions aimed at promoting well-being.

In summary, the paper by Extremera and colleagues advances our understanding of the role of trait meta-mood in subjective happiness by demonstrating its predictive value over time. By highlighting the significance of individuals' emotional self-awareness and regulation in determining their levels of happiness, the study contributes to the development of targeted interventions aimed at enhancing well-being and resilience.

The paper “Subjective Happiness and Hope” by Sariçam significantly contributes to understanding the relationship between subjective happiness and hope. By examining various dimensions of hope, such as trust, confidence, positive future orientation, social relations, and personal value, the study uncovers a positive correlation with happiness. Additionally, it identifies a negative correlation between happiness and lack of perspective (SARIÇAM, 2015)

This research enhances existing knowledge by illuminating the complex interplay between subjective happiness and hope. By pinpointing specific components of hope associated with higher levels of happiness, the study offers valuable insights into the factors contributing to subjective well-being. Moreover, it underscores the role of subjective happiness in nurturing hope, suggesting that individuals with higher happiness levels may also hold a more optimistic outlook on the future (SARIÇAM, 2015).

Furthermore, the findings of this paper underscore the significance of subjective well-being in fostering positive psychological outcomes like hope. By acknowledging the reciprocal relationship between happiness and hope, researchers and practitioners can develop interventions aimed at bolstering both constructs simultaneously, thereby promoting resilience and psychological flourishing.

In summary, Sariçam's paper not only advances our understanding of the connection between subjective happiness and hope but also underscores the importance of subjective well-being in promoting positive outcomes. Future research in this area could further elucidate the mechanisms underlying this relationship and explore its implications for individual and societal well-being.

The paper by Kawashima and colleagues delves into the intriguing relationship between subjective happiness and dry eye disease, suggesting that subjective well-being may play a more significant role in influencing dry eye symptoms than objective ocular findings. This novel perspective expands our understanding of the multifaceted factors contributing to the manifestation of dry eye disease, highlighting the importance of psychological factors alongside physiological ones (KAWASHIMA *et al.*, 2015).

Moreover, the study contributes to the broader field of dry eye disease by investigating the impact of physical activity and sedentary behavior on its prevalence. By identifying a link between lower levels of physical activity and increased sedentary behavior with dry eye disease, the research underscores the potential role of lifestyle factors in its development and management. This finding not only enriches our understanding of the etiology of dry eye disease but also suggests potential avenues for preventive strategies and interventions aimed at promoting an active lifestyle (KAWASHIMA *et al.*, 2015).

Additionally, the paper sheds light on the association between personality traits, specifically neuroticism, and subjective symptoms of dry eye disease. This exploration of the psychological aspects of dry eye disease adds depth to our understanding of its subjective experience and highlights the importance of considering individual differences in symptom perception and management (KAWASHIMA *et al.*, 2015)

In summary, the contributions of Kawashima and colleagues and related papers significantly advance our knowledge of dry eye disease by exploring its associations with subjective happiness, lifestyle factors, and personality traits. By taking a multidimensional approach to understanding this complex condition, these studies pave the way for more comprehensive and personalized approaches to its prevention, diagnosis, and treatment.

The paper by Sato and colleagues provides valuable insights into the neural correlates of subjective happiness by investigating the relationship between resting-state neural activity and connectivity. The study reveals that lower neural activity in the right precuneus, along with stronger connectivity between the right precuneus and amygdala, is associated with higher subjective happiness scores. This finding

highlights the involvement of specific brain regions and their connectivity patterns in the experience of happiness, contributing to our understanding of the neural underpinnings of subjective well-being (SATO *et al.*, 2019).

Furthermore, the paper enriches existing knowledge by focusing on the resting-state functional connectivity (FC) of the default mode network (DMN) concerning happiness. By identifying increased FC within the DMN in individuals with lower levels of happiness, the study underscores the importance of DMN activity in subjective well-being. Additionally, it highlights the role of rumination in mediating the neural correlates of happiness, shedding light on the cognitive processes involved in the experience of happiness (SATO *et al.*, 2019).

Overall, the findings of Sato and colleagues significantly advance our understanding of the neural basis of subjective happiness and the role of the DMN in this phenomenon. By elucidating the intricate connections between brain regions and their relationship to subjective well-being, the study provides a deeper insight into the complexity of human emotions and cognition. This contributes to a more comprehensive understanding of the factors influencing happiness and opens new avenues for future research aimed at understanding and promoting subjective well-being.

The paper by Negishi and colleagues significantly contributes to our understanding of the relationship between presbyopia, dry eye, sleep quality, and subjective happiness in middle adulthood, particularly between the ages of 40 and 59. By investigating the associations between these conditions and their impact on quality of life during this specific age range, the study addresses an important gap in the literature (NEGISHI *et al.*, 2021).

The research enhances existing knowledge by examining the status of quality of life, specifically focusing on sleep quality and subjective happiness, concerning presbyopia and dry eye among individuals aged 40 to 59. By doing so, it sheds light on the unique challenges and experiences faced by this demographic group, which is often understudied in research on eye health and well-being.

Furthermore, the paper highlights the significant associations between presbyopia, dry eye, sleep quality, and subjective happiness, underscoring the complex interplay between these factors. While the study does not provide specific details about sleep and subjective happiness within this age group concerning presbyopia and dry eye, its findings lay the groundwork for future research to explore these relationships in greater depth (NEGISHI *et al.*, 2021).

In summary, the paper advances our understanding of the impact of presbyopia and dry eye on quality of life, sleep quality, and subjective happiness among individuals aged 40 to 59 (NEGISHI *et al.*, 2021). By highlighting these associations, the study provides valuable insights that can inform

interventions and support strategies aimed at improving the well-being of middle-aged adults affected by these ocular conditions.

Based on the information provided by the various studies and research mentioned, we can conclude that subjective happiness is a complex and multifaceted phenomenon, influenced by a variety of psychological, social, and biological factors. Studies indicate that aspects such as positive functioning, brain activity, social relationships, psychological well-being, and even physical conditions such as presbyopia and dry eye can play a significant role in determining levels of subjective happiness.

In addition, the research highlights the importance of individual factors, such as emotional regulation, emotional self-awareness, and personality traits, in promoting subjective happiness over time. Longitudinal studies suggest that the ability to understand and regulate one's own emotions, as well as the willingness to adopt a positive outlook on life, can predict future levels of happiness.

Therefore, understanding subjective happiness not just as a momentary state, but as a dynamic phenomenon that evolves, is essential to developing effective interventions aimed at promoting people's emotional and psychological well-being. These findings highlight the importance of cultivating a socially and emotionally favorable environment, as well as developing emotional regulation and positive thinking skills, to promote greater subjective happiness and overall quality of life.

Therefore, based on the analyses conducted for the development of this bibliometric study, we present some non-exhaustive research options that appear particularly promising for exploring Subjective Happiness. These include:

Table 4 - Research agenda

Research Topics	Objectives
Relationships Between Life Purpose and Subjective Happiness	To examine how the presence of a life purpose influences subjective happiness, highlighting the importance of seeking meaning and how it relates to different dimensions of personal satisfaction.
The Importance of Authenticity in the Pursuit of Meaning and Subjective Happiness	To explore how living authentically, aligned with one's own values and beliefs, positively impacts the search for meaning in life and subjective happiness.
Impact of Social Connections on Personal Fulfillment and Happiness	To examine how the quality of social relationships influences personal development and happiness, emphasizing the importance of interpersonal connections in seeking deeper meaning in life.
The Relationship Between Self-Acceptance and Subjective Happiness.	To analyze how self-acceptance, including self-acceptance and self-esteem, influences subjective happiness, highlighting the importance of self-love in the search for personal satisfaction.

Source: Self elaboration.

Investigations in management, particularly within the marketing domain, could yield valuable insights by exploring how participation in volunteering activities impacts consumers' eudaimonic well-being and subjective happiness. This emerging field of study holds promise in providing valuable insights into how businesses can contribute to enriching meaning and fulfillment in consumers' lives, thereby fostering deeper and more enduring subjective happiness.

The integration of different research approaches, including research into participation in volunteering activities, mindfulness practices, and corporate social responsibility, can offer a more holistic view of human well-being in the field of management, especially in marketing. This broader, more inclusive approach has the potential to inform practices and strategies that promote more meaningful and compassionate well-being for consumers on a global scale. Cultural comparison of Eudaimonic Well-being and Subjective Happiness in different countries is crucial for understanding how different cultures value and pursue well-being. By considering cultural nuances about eudaimonic well-being, marketing strategies can be adapted more authentically, promoting greater satisfaction and connection with consumers on a global scale. Understanding cultural variations in the search for meaning and purpose can enrich the understanding of consumer behavior and direct organizations toward more ethical and socially conscious marketing practices.

The relationship between life purpose and subjective happiness is widely supported, with studies indicating that a robust sense of purpose predicts greater life satisfaction, positive affect and emotional resilience. Intrinsic goals, such as community engagement, promote well-being, while extrinsic goals, focused on material success, can reduce it. Congruence between values and goals strengthens self-esteem and optimism. However, factors such as socioeconomic status and personality moderate this relationship, highlighting its complexity. The relevance of further research lies in the need to understand how contextual and individual variables interact, with a view to more effective interventions to promote well-being.

Moreover, the importance of authenticity in the search for meaning and subjective happiness is fundamental. Authenticity is directly linked to the search for purpose and fulfillment, as it relates to the expression of individual potential and goals. In this sense, the ability to live authentically and in line with personal values is essential for well-being and subjective happiness.

Therefore, authenticity in the search for meaning and subjective happiness should be an integral part of discussions and practices both in the field of management, especially in marketing, and in the individual sphere. Integrating authenticity into marketing strategies and the understanding of consumer behavior can not only promote more meaningful well-being but also contribute to a more ethical, empathetic, and socially conscious business world. The influence of social connection on well-being and subjective happiness is another relevant aspect to consider in the search for a comprehensive understanding of consumer behavior and the development of more compassionate and ethical marketing practices.

Social interaction plays a fundamental role in satisfaction and a sense of belonging, which are essential elements for well-being and subjective happiness. Understanding how interpersonal

relationships influence consumers' fulfillment and perception of happiness can offer valuable insights for formulating marketing strategies that promote authentic and meaningful connections.

Therefore, by integrating the influence of social connection on well-being and subjective happiness, marketing practices and strategies can become more aligned with fundamental human needs, promoting a positive impact on both an individual and collective level. Considering the influence of social connectedness in management research approaches, particularly in marketing, can open up new perspectives for understanding consumer behavior and developing more socially conscious business practices.

Self-acceptance plays a crucial mediating role in the relationship between personality traits and subjective happiness, as research has shown. Self-efficacy also acts as a mediating variable, connecting traits such as openness to experience and conscientiousness to subjective happiness, suggesting that belief in one's own abilities enhances well-being. In addition, self-esteem partially mediates the effects of extroversion and neuroticism on happiness, reinforcing that self-acceptance, reflected in self-esteem, is an essential factor for subjective well-being. However, it is important to consider that contextual variables, such as social support and environmental influences, also interact in this dynamic, highlighting the multifactorial complexity of subjective well-being. Given the importance of self-acceptance, it would be valuable to develop and test psychological interventions that promote self-acceptance and evaluate their impact on subjective happiness, especially in populations with low self-esteem or high neuroticism. These interventions could contribute to a deeper understanding of the psychological mechanisms underlying well-being and provide practical strategies for improving quality of life in different contexts.

As a conclusion to this bibliometrics on subjective happiness, it is clear that there is a growing interest in the academic community in this field of study. Over the last few years, we have witnessed a significant increase in the amount of research published on the subject, indicating its relevance and importance in current academic literature.

When analyzing the results of this bibliometric, it is clear that subjective happiness is a multifaceted and complex topic, addressed by researchers from various disciplines, including psychology, sociology, economics, and health. This reflects the growing understanding of the importance of subjective happiness for human well-being in general and for individual quality of life.

In addition, the results highlight the diversity of methodological approaches used in subjective happiness research, including quantitative, qualitative, and mixed methods studies. This demonstrates the need for an interdisciplinary and holistic approach to fully understand the determinants and consequences of subjective happiness.

An interesting finding of this bibliometrics is the identification of the most influential journals in the area of subjective happiness, as well as the most cited authors. This information can guide future research, highlighting the main sources of knowledge and the main contributors to the field.

In terms of future research directions, this study highlights the importance of investigating the influence of different factors, such as social relationships, leisure activities, work, and health, on subjective happiness. In addition, there is a need to explore how specific interventions, such as cognitive-behavioral therapies, mental health promotion programs, and public policies, can promote subjective happiness and emotional well-being.

In short, this bibliometrics provides a comprehensive overview of the current state of research on subjective happiness, highlighting its trends, gaps, and future opportunities. It is hoped that the results of this study will inspire and inform future research in this vital and ever-evolving field.

FINAL REMARKS

Based on the formulation of the research problem "How does the consumption of goods and services influence subjective happiness?", this bibliometric study sought a detailed and meticulous investigation into the mechanisms underlying this complex relationship. During the analysis, we tried to thoroughly examine the articles that deal with the direct impact of consumption on subjective happiness, but also the different factors that can modulate this relationship.

The bibliometrics carried out showed that the consumption of goods and services can have a multifaceted influence on subjective happiness. For example, while the acquisition of certain goods or services can provide a momentary increase in happiness levels, this effect can be ephemeral and not sustainable in the long term. On the other hand, consumption aligned with personal values and intrinsic meaning tends to contribute to a more lasting sense of well-being and satisfaction.

Firstly, it is important to recognize that the consumption of goods and services can affect subjective happiness in a variety of and often contradictory ways. On the one hand, the acquisition of material goods or the experience of luxurious services can provide immediate pleasure and temporarily increase levels of happiness. However, this effect can be ephemeral and superficial, leading to an incessant search for more consumption to maintain this state of happiness.

On the other hand, consumption aligned with personal values and intrinsic meaning can contribute to a more lasting sense of well-being and satisfaction. For example, investing in meaningful experiences, such as traveling or education, can provide a sense of fulfillment and purpose that goes beyond the immediate pleasure provided by material goods.

Furthermore, the relationship between consumption and subjective happiness is mediated by a series of contextual and individual factors. Elements such as culture, socioeconomic context, personality, and personal values play important roles in how consumption is perceived and experienced concerning subjective happiness. For example, in cultures where consumerism is valued, there may be social pressure to acquire material goods as a means of achieving happiness, while in other cultures, values such as social connections and spirituality may be more highly valued.

Ao longo da análise, também observamos que a relação entre consumo e felicidade subjetiva é mediada por uma série de fatores contextuais e individuais. Elementos como cultura, contexto socioeconômico, personalidade e valores pessoais desempenham papéis significativos na forma como o consumo é percebido e experimentado em relação à felicidade subjetiva. Portanto, é fundamental levar em consideração esses aspectos ao interpretar os resultados.

However, it is important to recognize some limitations in our research. For example, our ability to establish definitive causal relationships between consumption and subjective happiness may be limited by the complexity of the variables involved and the presence of uncontrolled confounding factors.

Given these limitations, we suggest that future research explore the mechanisms underlying the relationship between consumption and subjective happiness in greater depth. This could be achieved through the use of longitudinal methods. Furthermore, it is essential to carry out cross-cultural studies to understand how consumption influences subjective happiness in different cultural and social contexts.

In summary, despite the inherent complexities and limitations, we believe that this study offers a valuable contribution to understanding the role of consumption in promoting subjective happiness. By providing a grounded analysis of this relationship, we hope that this study will stimulate further research and inform practical interventions aimed at promoting a happier and more satisfying life for individuals and communities.

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