

Explaining the Experiential Advantage through Positive Memories

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- Researchers have always considered positive memories to be an important contributor to the experiential advantage. However, this has never been tested empirically.
- The present study initiates the investigation of positive memories.
 - Results indicated that life experiences and experiential products provide more positive memories than material purchases.
- Positive memories never expire; in fact, positive memories have the ability to be relived and recreated – and thus can even improve over time.
- The present research relays relevant information through its contribution of:
 - The underlying mechanisms of consumer buying and happiness.
 - A new take on how to advertise purchases for market researchers.
 - A better understanding of money and happiness – how individuals should spend their money to get the most for their dollars.