

# Why You Should Spend More Money on Experiences Than Things

The pursuit of happiness is something that I'd say about 99 percent of the people on this planet are chasing after. Happiness is at the foundation of why we do anything, right? Every single choice we make in life will be and has been based on how we're feeling in the moment.

There's a very logical train of thought that says because material objects last longer, they will make us happier for longer when compared to a one-off experience like a vacation or a concert. [According to recent research](#), it appears that this assumption is entirely wrong.