

Emotional Intelligence and Materialism: Mediating Effect of Subjective Well-being

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Abstract

Research on emotional intelligence effect on materialism has been largely ignored. We propose that subjective well-being functions as a mechanism through which emotional intelligence is linked to materialism. The present study contributes to the literature by clarifying the influence of understanding and managing one's emotions on subjective well-being and ultimately on the proclivity to materialism. We examined whether positive affect, negative affect and life satisfaction mediate the relationship between emotional intelligence and the three facets of materialism: success, centrality, and happiness. This study used a questionnaire to collect data from 724 respondents - university students. Path analyses indicated that greater emotional intelligence was positively associated with higher levels subjective well-being, which, in turn, predicted lower levels of materialism.

Keywords: *materialism; emotional intelligence; subjective well-being*

Track: Consumer Behaviour