

Groundedness and Subjective Well-Being

Antea Gambicorti

Vienna University of Economics and Business (WU Vienna)

Arnaud Monnier

Nova School of Business and Economics - Universidade Nova de Lisboa

Martin Schreier

WU Vienna

Stijn van Osselaer

Cornell University

Cite as:

Gambicorti Antea, Monnier Arnaud, Schreier Martin, van Osselaer Stijn (2026), Groundedness and Subjective Well-Being. *Proceedings of the European Marketing Academy*, 55th, (133090)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



Groundedness and Subjective Well-Being

Abstract

This research shows that groundedness, conceptualized both as a state and a trait, predicts and enhances subjective well-being (SWB; i.e., life satisfaction and happiness). Groundedness is defined as a feeling of emotional rootedness providing a sense of strength, safety, and stability, and it arises from connections with places, other people, and the past. First, we validate a nine-item scale designed to measure feelings of groundedness. Second, we demonstrate a predictive relationship between groundedness and SWB, which remains robust after accounting for related psychological constructs and established predictors of SWB. Third, we test the causal effect of groundedness on SWB by directly manipulating groundedness as well as its antecedents (i.e., place, people, and past). Finally, we highlight the practical relevance of groundedness for consumers by testing how a one-hour training program focused on place, people, and the past can enhance groundedness and SWB.

Track: Consumer Behaviour