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IS THERE HAPPINESS IN MONEY? AN ATTITUDINAL STUDY OF NATIVE LITHUANIAN SPEAKERS

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ABSTRACT. The paper considers the different notions of happiness known since antiquity, such as the Greek concepts of *harmonia*, *eudaimonia*, *makarioi*, and *hēdonē*, and explores the factors of happiness. The aim of this research is to form a more complete understanding of Lithuanian speakers and their attitude(s) towards happiness. The research surveyed 210 Lithuanian speakers aged 15 to 35 who were residing in Lithuania, France, Sweden and the United Kingdom. The analysis shows that today people's individualism reveals itself through gender differences. The list of factors determining happiness is shorter for men than it is for women, and men have one distinctive factor for happiness – friends. The respondents of both genders valued health, family and love the highest, however, the other factors for happiness reveal gender differences. Women need several happiness-determining factors at the same time, which conforms to the psychological nature of women as gatherers, whereas men create their happiness in a more specific, more focused and less scattered way.

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Introduction

Happiness as a concept has developed over time in response to changing attitudes and priorities within the evolving social context. Different concepts were presented by the Greek philosophers, including Plato (1992), Aristotle (2011), Epicurus (1994), and others. Table 1 shows the different notions of happiness known since antiquity such as the Greek concepts of *harmonia*, *eudaimonia*, *makarioi*, and *hēdonē*. Ideas about happiness have developed over a long period of time and, out of necessity, represent a plurality of approaches, which, in a certain way, reflects the historical development of the concept as a kind of ontogenesis. It is useful to enumerate the factors of happiness, though it may prove difficult in view of the different sources

and different weightings of each of these factors. The concept of positive balance—psychical health—faces similar problems, for while it may invite empirical enquiry into happiness, it is simply too narrow a concept to cover the phenomenon of happiness beyond empiricism.

Table 1. Concepts of happiness

Concept	Context	Meaning	Source
<i>Harmonia</i>	Ancient Greece	Harmony and proportion	Pythagoras (Cornelli & McKirahan 2013), Plato (1992)
<i>Eudaimonia</i>	Ancient Greece	All available goods	Plato (1992), Aristotle (2011)
<i>Makarioi</i>	Ancient Greece	Blessedness	Aristotle (2011)
<i>Hēdonē</i>	Ancient Greece	Pleasure	Aristippus (Zilioli 2012), Epicurus (1994)
<i>Felicitas</i>	Early Middle Ages in the West	Joy concerning available goods	Boethius (Rissanen 1997)
<i>Beatitudo</i>	Middle Ages in the West	having of the goods	Boethius (Rissanen 1997), Thomas Aquinas (Celano 1987)
Sum of pleasures	18th century in the West	Pleasure derived from external/internal sources	Enlightenment thought (Rashdall 1899)
Positive balance of life	19th and 20th century in the West	More positive than negative things	Utilitarian thought (Sirgy 2020)
Physical health	20th and 21st century	Presence of physical and emotional wellbeing	Empirical social sciences (Veenhoven 2008)

Source: created by authors.

1. Literature review

The recent literature on this subject sheds light on the relationship between happiness and creativity through the work of various scholars who draw attention to its different aspects, including management (Avramenko 2013; Murad et al., 2022; Zbierowski & Gojny-Zbierowska, 2022), economic (Bille et al. 2013; Dolan & Metcalfe 2012; Žižek et al. 2014), psychological (Tamannaefar & Motaghedifard 2014; Carel 2007; Damian & Robins 2012; Delhey 2010; Montgomery et al. 2004), sociological (Delhey 2010) etc. These aspects are all the more topical as the relationship changes under the influence of various external factors (Machaczka & Stopa, 2022). Some essential factors of happiness are connected with earnings and the employment sphere being perceived in a different manner by different age and gender groups (Samoliuk et al., 2022). They can vary also in groups divided by marital status, educational attainment, unemployment duration (Aliyev, 2021), civic virtue (Lubian, 2020).

Thus, the aim of the research is to form a complete understanding of Lithuanian speakers and their attitude(s) towards happiness. The research surveyed 210 Lithuanian speakers aged between 15–35-years who were residents of Lithuania, France, Sweden and the United Kingdom. The respondents completed an anonymous questionnaire ranking the factors determining happiness in order of importance from 1 to 10. The participants named 29 factors determining their happiness, with most indicating objective and subjective factors determining happiness – personal freedom (10th position). The concept of love was placed in ninth position, enjoyable work in eighth position, and health and money in joint seventh position. Family,

together with religion, friendship, pets, excellent appearance and a cosy home, were ranked sixth. Female respondents put a family in first position alongside personal freedom and health (29.4 percent). Female happiness is created by friendship as a process. For the most males, health appeared to be more relevant for happiness than family and was placed in first position by 42.9 percent of male respondents. Males placed friends in third position (14.3 percent), although friendship as a process was ranked fourth position (71.4 percent) and fifth position (14.3 percent). The data points strongly to the case that men feel happy because of their friends' personalities. At the same time, women consider it essential to create relationships with a particular focus on the process rather than people and take a significant part in the process themselves. Women do not relate specific friends to happiness.

Both males and females had no trouble naming the essential factors in life that make them happy. However, the process of ranking is more complicated. The data indicate that women need several (from a couple to more than ten) factors to operate simultaneously in order for them to feel happy. Meanwhile, men perceive happiness in a more specific, more focused and less scattered manner. The variety of happiness factors listed by women (as compared with choices made by the men) fits the female psychological profile of a 'gatherer', as opposed to the number of happiness factors selected by men (half a man), which better suits the psychological nature of the 'hunter'. The data obtained in this study points to human happiness as being created by factors conditioned by the respective nature of males and females, which runs counter to what many believe to be the case in these early decades of the twenty-first century.

2. Methodological approach

With the research aim to reveal Lithuanian speakers' attitudes to happiness, the study employed the qualitative research method. The analysis of the research data is presented in three tables. Note that the happiness factors are grouped according to the number of choices of the respondents. The closer to the right-hand side of the table, the fewer respondents selected that specific happiness factor in a particular position. The closer to the left-hand side, the more respondents chose the indicated happiness factor.

Dependent variable. The respondents were asked to complete an anonymous questionnaire ranking the factors determining happiness in order of importance from 1 to 10. No.1 was the main and the most important factor determining happiness, with No.2 being less significant, Etc. The researchers imposed no limitations for selecting those factors determining happiness. Nevertheless, respondents who had difficulty naming the factors could refer to the questionnaire's list of factors for happiness. Table 2 illustrates how many respondents indicated respective factors for happiness.

Independent variable. Table 3 and Table 4 list 10 positions and the respondents' choices of happiness factors based on their gender.

Information about the respondents. The research included 210 15-35-year-old Lithuanian speakers from Lithuania, France, Sweden and the United Kingdom: 70.8 percent were female, and 29.2 percent were male. 45.8 percent of the respondents are employed, 25.0 percent are studying at higher education schools (students), 16.7 percent are studying at schools of general education (school students), and 12.5 percent are studying at higher education schools and have part-time job.

3. Conducting research and results

The cognition of one's self and environment creates favourable conditions to identify those factors that make for personal happiness. Life events and experiences enable the formation of individualism. The research participants named 29 factors determining their happiness (Table 2). Most frequently, they indicated the objective and subjective factor determining happiness – personal freedom (10 positions). The research data analysis supports Tatariewicz's (1976) arguments that warm feelings and employment are among the most significant factors for happiness. The research participants named love in nine positions and enjoyable work – in eight, whereas health and money were mentioned in seven positions. Family, religion, friendship, pets, excellent appearance and a cosy home, were encountered in six out of ten ranking positions.

The research data presented in the paper conforms to the development of the conception of happiness provided in the literature analysis. The foundation of happiness for people living in this and the previous century is mental health and the psychological comfort of being oneself. The research analysis shows that the individualism of people today reveals itself through gender differences. Even though personal freedom was encountered in all ten positions, the respondents of both genders mentioned this factor in only six positions. Freedom is the most frequently mentioned factor by males. However, although personal freedom is more relevant for happiness than all other factors listed in the research, including family, health, religion, recognition, Etc. (Table 2). However, men did not mention personal freedom in the first position, whereas almost one-third (29.4 percent) of women chose personal freedom in the first position determine happiness. More frequently than personal freedom, female respondents mentioned love (9 positions) and enjoyable work (7 positions). As a factor determining happiness, love was mentioned in the first position by the respondents of both genders; nevertheless, males indicated this factor in two times fewer cases – only in four positions.

Table 2. The number of positions (in a 10-rank scale), including a specific factor for determining happiness indicated by the respondents.

Factor	Number of positions	Factor	Number of positions
Personal freedom	1	Love	2
Enjoyable work	3	Money	4
Family		Health	
Religion		Creation	
Friendship	5	Travel	6
Pets		Hobby	
Perfect looks		Education	
Cozy home		Good weather	
Humor	7	Sport	8
Music		Food	
Adrenaline		Work	
Entertainment		Luxury	10
Neat surroundings	9	Appearance	
Recognition		Friends	
Competitive advantage			

Source: created by authors.

The respondents indicated work, and enjoyable work in particular, as non-identical factors. Only enjoyable work makes one feel happy. Having a job was mentioned by female respondents in only one position. However, enjoyable work was mentioned by the female respondents in as many as seven positions. Lithuanian-speaking men included only enjoyable work. Women mentioned enjoyable work in the second (5.9 percent), third (5.9 percent), fourth (5.9 percent), sixth (23.5 percent), eighth (5.9 percent) and tenth (5.9 percent) positions (Table 3). Meanwhile, men distinguished work, even if it is enjoyable, as a factor for happiness only from the fifth position: in the fifth (14.3 percent), sixth (14.3 percent), eighth (14.3 percent) and ninth (14.3 percent) positions (Table 4). Competitive advantage (related to work achievements, personal competence and professional experience) was mentioned as a happiness factor only once in the eighth position (5.9 percent) by women, and in the ninth position by men (14.3 percent). It can be argued that Lithuanian-speaking women find it essential to have a job on their path to happiness, and preferably it should be a job that conforms to one's potential and interests. Lithuanian-speaking men find only enjoyable work related to their happiness. Moreover, strategic advantage in the labour market is weakly associated with happiness by the respondents of both genders. Tatarkiewicz (1976) named work as one of the main factors for happiness. The research data of this article's authors complement the study above by expanding the notion of work as a happiness factor.

Table 3. Ranking the factors determining happiness: the female approach. Source: created by authors.

Ranking position	Factors for happiness			
	<i>most times</i>	<...>		<i>least times</i>
1 place	Freedom, Family, Health	Love		
2 place	Family	Health	Friendship	Religion, Love, Pets, Enjoyable work, Hobby, Traveling, Job
3 place	Love	Health	Cozy home, Humor	Family, Freedom, Friendship, Enjoyable work, Excellent looks
4 place	Friendship	Money	Freedom, Love	Creation, Education, Enjoyable work, Luxury, Health, Music
5 place	Education	Creation, Excellent looks	Family, Freedom, Love, Friendship, Pets, Enjoyable work, Money, Traveling, Music, Adrenaline	
6 place	Enjoyable work	Traveling	Family, Hobby	Freedom, Love, Friendship, Creation, Cozy home, Food
7 place	Cozy home	Religion, Sport	Love, Education, Money, Neat surroundings, Traveling, Good weather, Pets	Freedom
8 place	Creation, Money, Humor	Family, Love, Pets, Enjoyable work, Recognition, Competitive advantage, Excellent looks, Neat surroundings, Health, Adrenaline, Looks		

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9 place	Friendship, Pets	Food, Music	Freedom, Creation, Education, Excellent looks, Money, Hobby, Sport
10 place	Traveling, Music	Religion, Love, Education, Enjoyable work, Recognition, Cozy home, Health, Hobby, Sport, Entertainment , Humor	

Source: created by authors.

Women most frequently – in six positions – mentioned family, personal freedom, friendship and health (Table 2). Even though women included family one and a half times more (Table 2), the respondents of both genders indicated family in the first positions (Table 2, 3). It appears that men find health even more relevant for happiness than family, as indicated in the first position by as many as 42.9 percent of male respondents. Meanwhile, female respondents attributed the first position to family (29.4 percent), personal freedom (29.4 percent) and health (29.4 percent). Female happiness is created by friendship as a process. Women mention freedom in the second (11.8 percent), third (5.9 percent), fourth (23.5 percent), fifth (5.9 percent), sixth (5.9 percent) and ninth (17.6 percent) positions. Meanwhile, men indicated friends as people in the third position (14.3 percent), and only then – in the fourth (71.4 percent) and fifth (14.3 percent) positions – indicated friendship as a process. The research data allow us to argue that men feel happy because of their friends' personalities. In contrast, women find it essential to create relationships with a particular focus on the process (rather than people), and they take a significant part in the process themselves. Women do not relate specific friends to happiness. Hence, it may be assumed that male happiness can be related to the number of friends, whereas female happiness is related only to quality relationships.

In five positions, women indicated education, financial welfare, travelling, creative work and pets. Respectively, men mentioned only financial welfare in five positions (Table 2). Interestingly, money is a more relevant happiness factor for men than women. Men started mentioning financial welfare from the second position (28.6 percent) (Table 4), whereas women started indicating it only from the fourth position (17.6 percent) (Table 3). Men mentioned pets in three positions beginning with the seventh one, while women indicated pets in five positions beginning with the second one. Hence, women find pets a more relevant happiness factor than money as a factor determining happiness. Travelling and creative work, as factors determining happiness, were included by men only in two positions. Comparing these two happiness factors revealed that travelling is more relevant for women than men. Pets and travelling create conditions for experiencing emotions and impressions. All of that is more important for women rather than men.

It has to be noted that women indicated education as a happiness factor in the fourth (5.9 percent), fifth (17.6 percent), seventh (5.9 percent), ninth (5.9 percent) and tenth (5.9 percent) positions (Table 3). In contrast, men do not relate education to happiness at all (Table 2).

Table 4. Ranking the factors determining happiness: the male approach. Source: created by authors

Ranking position	Factors for happiness		
	<i>most times</i>		<i>least times</i>
1 place	Health	Family	Religion, Love
2 place	Family, Money	Freedom, Health, Cozy home	
3 place	Love	Family	Freedom, Friends
4 place	Friendship	Love, Creation	
5 place	Love	Family, Religion, Friendship, Enjoyable work, Money	
6 place	Health	Freedom, Enjoyable work, Money, Traveling, Good weather	
7 place	Freedom, Pets, Excellent looks, Neat surroundings, Hobby, Sport, Entertainment		
8 place	Religion, Freedom, Enjoyable work, Money, Cozy home, Health, Food		
9 place	Creation, Humor, Pets, Enjoyable work, Competitive advantage, Money, Food		
10 place	Good weather	Freedom, Pets, Recognition, Excellent looks, Traveling	

Source: created by authors

Even though good looks and a cosy home are objective factors for happiness and are mentioned in six positions in the research, the relevance of these factors is viewed differently by the respondents of both genders. First, the factors above for happiness were more frequently indicated by women than men. Moreover, a cosy home was selected by men in the second (14.3 percent) and eighth (14.3 percent) positions, while excellent appearance – was in the seventh (14.3 percent) and tenth (14.3 percent). Women indicated excellent looks and cosy homes from the third position and mentioned them in four position. These data allow us to argue that Lithuanian-speaking women find it more important to look good than men do. Lithuanian-speaking men think that a cosy home is more relevant than an excellent appearance. Hobbies and free time activities (e.g. doing sports or listening to music) is more significant for women. Furthermore, the male respondents did not associate happiness with music and mentioned sports and hobbies only once (Tables 2, 4). The research data show that good weather is more relevant for male happiness than active leisure time, entertainment, recognition, competitive advantage, neat surroundings or friends. Certain factors for happiness are relevant only for women: music, the experience of adrenaline, luxury and simply having a job and education. The men's list of factors determining happiness is shorter than that of women (there were 28 factors on the female list and 23 factors on the male list), and they have only one sole factor for happiness – friends (Tables 2–4), which is not shared by women.

The smallest number of factors chosen for happiness was determined in the first place on the ranking scale. Beginning with the second place, a much greater variety of factors determining happiness. Both women and men find it easy to name the essential factors in life that make them happy; however, the ranking process seems more complicated. The provided data demonstrate that women need several (from a couple to more than ten) factors that operate simultaneously to feel happy. Meanwhile, men perceive happiness in a more specific, more focused and less scattered manner (Tables 3 and 4).

Discussions and conclusion

The 29 factors determining happiness listed by the respondents can be arranged based on A. H. Maslow's (2013 (1943); 1968) hierarchy of needs. Every single person is born with five types of needs which are arranged hierarchically. When the lower-level needs are satisfied, the higher ones become more relevant, which changes people's motivation. At the lower level – physiological needs – it is possible to attribute food and security could be related to financial welfare, love needs are about being loved and love. The need for recognition would be associated with recognition and competitive advantage, whereas the highest level – of self-expression needs are related to the creation, Etc.

Moreover, the data described in the article could be arranged based on Aristotle's (2017) theory of the soul (*psyche*). The lowest level – nutrition – can be equated to physiological needs. The higher level of soul – perception – and the highest – intellect – could be associated with the need for love, recognition and creation. According to the research data, the perception level soul is more characteristic of women but is also common for men. It is the level of emotions and feelings. Female happiness is based on experiences and impressions encountered while actively performing, travelling, keeping pets at home, Etc. A cosy home and friends create male happiness through experiences and feelings. According to Aristotle, the highest level is characteristic only of people – the thinking soul can be associated with education and competitive advantage. The research results show that this level is more characteristic of women than men.

Compared with the male choices, the variety of happiness factors listed by women matches the female psychological nature of a gatherer. In most cases, the number of happiness factors selected by men was half as significant, which shows the psychological nature of a hunter. Thus, even at the beginning of the twenty-first century human happiness is created by factors conditioned by our nature. Notably, personal experience is necessary even in times of material excess. Furthermore, natural things remain essential in a creative society. Adults view past experiences as making them happier than material goods, yet products and brands are highly coveted by children, even at young ages. As children grow older, the happiness they derive from experiences increases to the point that older adolescents derive more happiness from experiences than from material goods, which is consistent with adult findings. Increases in two cognitive skills mediate these effects: memory and theory of mind, which are necessary for a sufficient comprehension of experiences and their implications; in turn, these facilitate their enjoyment (Chaplin et al., 2020).

Enjoyable work, indicated by the female respondents from the second place (and mentioned as many as seven times), is closely connected with education, financial welfare, luxury and other factors for happiness. According to T. Pudrovska et al. (2015), employed women do not feel as happy as employed men. Moreover, women who hold high positions feel sadder or, in other words, less happy. Women with high-position jobs are more educated and earn more money. Hence, they can enjoy life and engage in purposeful leisure activities; paradoxically, they feel unhappier than women in low-position jobs. The same cannot be said about men. T. Pudrovska et al. (2015) claim that this situation can be related to stereotypical thinking that high-position jobs are intended for men rather than women. This, in turn, can cause stress and a necessity to fight such stereotypes at work. In three increasingly realistic experiments A. N. Fisher and D. A. Stinson (2020) tested the ambivalent attraction hypothesis. They propose that physical attractiveness determines whether heterosexual men desire or dismiss romance with high-status women. In each experiment, heterosexual men encountered a moderately-attractive or highly-attractive woman who aspired to (or held) a low-status or high-status job. Then they rated their attraction to the woman. As predicted, a meta-analysis

across all three experiments revealed that higher (vs. lower) status decreased men's attraction to moderately attractive women ($d = -0.20$), whereas higher (vs. lower) status increased men's attraction to beautiful women ($d = 0.47$). Women did not exhibit this pattern of reactions to either women or men. The research by C. L. Munsch (2015) shows a close relationship between money and infidelity. The researcher argued that high position, high pay, as well as an active sexual life and the number of partners are related to the model of male behaviour and male status. Men whom women financially support tend to be unfaithful three times more frequently than women whom men financially support. Unfaithful spouses are punishing their partners for their financial dominance. Partners who earn similar salaries can enjoy financial welfare, independence, and a more negligible probability of infidelity. It has to be noted that the respondents of the research conducted by the authors of this article did not indicate fidelity as an essential / necessary condition for being happy. However, financial welfare aims to fight stereotypes and create equivalent relations. Nevertheless, according to Florida (2002), high income takes up a relatively low position in the range of factors for happiness.

A good education increases the possibility of finding a good job. The data provided by the Lithuanian Department of Statistics (since 1991) show that in 2015 secondary education was acquired by 32821 people, college higher education – by 9570 people, and 13486 received a university higher education (major subject). These data can be compared to 2005 when 42817 people acquired secondary education, college higher education – by 11178 and university higher education – by 18312 (major subject). Even though the demographic situation corresponds with the number of people acquiring secondary education, the percentage of people acquiring higher education is increasing. These data illustrate the situation in Lithuania; however, most Lithuanian speakers are educated in Lithuania. Thus, it can be assumed that the relevance of higher education is increasing, yet in the research conducted for this study, only women associated education with happiness. This fact could be related to the conclusions made in the research of P. R. Zoladz et al. (2013) that women assess education positively because of the light stress it causes. During the experiment, women, who had some stress hormones released in their bodies, showed better learning results than women who did not experience stress and men who both experienced stress or did not experience it at all. In the present stressful reality, women demonstrate readiness to conform to the ideas of lifelong learning. Moreover, according to M. Farias et al. (2013), people's belief in education increases when they experience threatening situations. It is possible that people stop associating education with happiness when they do not find themselves in scary situations but instead enjoy comfortable living.

The answers provided by both male and female respondents show that first place is given to health, family and love. The research conducted by Miller et al. (2013) for twenty years revealed that continuously conflicting spouses are of poorer health than pairs living in harmony. Mutual support diminishes stress, and that has a positive effect on the whole of the human organism. Moreover, altruism is a human quality characteristic, even of those sceptical about altruism (Crockett et al., 2014).

Music is not only a rhythmical pastime activity, but its applicability has also been the object of scientific investigation. Researchers study the influence of music on newborns, pregnant women, the learning process, sports achievements, Etc. Harmonious musical works decrease the blood pressure of pregnant women, and that creates favourable conditions for the development of the foetus (Fritz et al., 2014). It has also been proven that well-chosen music can strengthen a person's participation in sporting activities. Some additional studies are still needed for the identification of the influence of specific types of music on different kinds of sports. However, it has been determined that jazz helps golf players focus on the target best (Baghurst et al., 2014). research above data facilitates a better perception of women's choice of

music as a factor determining happiness. Nevertheless, men's decision not to relate music to personal happiness still requires further investigation.

The list of men's factors determining their happiness is shorter than that of women (the female list consisted of 28 factors, while the male one – of 23), and they have one distinctive factor for happiness – friends. The respondents of both genders indicated health, family and love in the first place. The other factors for happiness reveal gender differences. Women need several factors to determine happiness simultaneously, which conforms to the psychological nature of women as gatherers. Men create their happiness in a more specific, more focused and less scattered way. In many cases, half as a wide variety of male factors for happiness reveals the psychological nature of hunters. Moreover, the factors for happiness listed by the respondents conform to the hierarchical pyramid of human needs. The gender differences in the chosen factors for happiness determined in this research require more comprehensive studies.

The perception of happiness of women who speak Lithuanian is oriented towards the process, while men focus on possession. Women find friendship, interaction with pets, a sense of humour in communication, the flush of adrenaline, sport, travelling, listening to music and entertainment essential for happiness. Lithuanian-speaking men find personal freedom, friends and cosy homes essential factors. Men consider money to be a more significant happiness factor than women do. It can be related to stereotypic thinking. Nevertheless, money takes up a relatively low position (4 or 5) in the table of happiness factors, denying the existing stereotypes. In their path to happiness, Lithuanian-speaking women find it essential to have a job, and preferably it should be a job that satisfies their potential and interests. Women consider having a job more important than men do. Lithuanian-speaking men believe that only enjoyable work can be related to happiness. The research revealed that the respondents' perception of the labour market is somewhat limited since they reach for a better job and better pay but do not focus on the necessary means for that – recognition, competitive advantage and education. Men do not associate education with happiness, even though it is probably the main condition to find employment in an enjoyable job.

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