The main motivation for this work was to show that economy cannot be explained just by economy. Many other sciences are essential for understanding economic processes and models of behavior. This paper presents the proven relations between the philosophy, economics and psychology. The study of different economic concepts requires development of an extensive network of connections between humans on one side, and their social needs and behavior on the other side. The starting point is the return in the time of Ancient Greeks, with whose theoretical approaches can be explained the majority of person’s actions. This paper uses theoretical analyses to assess the impact of the “passions and interests”, hedonic happiness and stoic self-interest on the economic policy and individuals. Through the gently presented forms of hedonism, this work deals with different theories such as theory of modern consumerism, marginal utilitarianism, preference theory, theory of rational allocation. The data gathered in the form of publication analysis, little psychological experiments and real life examples serve to test the hypothesis of the direct relationship between hedonistic impacts on economic theory. The two research questions are dealing with mastery of passions and interest in the economic behavior as well as with the difficulty of achieving overall satisfaction in the selfish, individualistic era. Results are showing that it is not possible to find happiness in material wealth; furthermore it is not possible to act like hedonist in market oriented economy. People are driven by their interests, which are prominent in relation to the passions. In the end, greed and competition for the material possessions make people unhappy and leads them to contradictory choices and non-rational behavior. The general conclusion of the thesis states that in spite of the contrary believes of many theorists hedonism still has a strong conceptual framework for the economic theory.