

## Place marketing, happiness and communication structure. Review and context of consumer wellbeing

Place marketing, felicidad y estructura de la comunicación. Revisión y contexto del de consumo en materia de bienestar

**María Fernández-Ossó Fuentes**

Maynooth University (Ireland)

maria.fernandezdeossofuentes.2022@mumail.ie

0000-0003-0544-6426

**Nuria Sánchez-Gey Valenzuela**

Universidad Pablo de Olavide (Spain)

nsanchezgey@centrosanisidoro.es

0000-0002-4891-9134

### Resumen

La presente investigación parte de los conceptos de marketing y felicidad en el sector del bienestar, pensando en el consumidor y estudiando la felicidad del consumidor estimulada a través del consumo de productos y de la estructura mediática observada a través de la planificación de medios y soportes. La metodología usada es la de cuantitativa de encuestas, a través de una muestra de un total de 384 consumidores y trabajadores de empresas, donde se identifican factores internos y externos relacionados con la felicidad que impulsan un ciclo de consumo continuo a medida que los consumidores buscan satisfacción en productos con características novedosas. Los resultados apuntan a un alto impacto emocional en el marketing, sugiriendo estrategias para las empresas y su relación con sus públicos.

### Palabras clave

Bienestar; comunicación; consumo; estructura; felicidad; marketing.

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## Abstract

This research is based on the concepts of marketing and happiness in the wellness sector, thinking about the consumer and studying consumer happiness stimulated through the consumption of products and the media structure observed through media planning and support. The methodology used is quantitative survey methodology, using a sample of a total of 384 consumers and company employees, identifying internal and external factors related to happiness that drive a continuous consumption cycle as consumers seek satisfaction in products with novel features. The results point to a high emotional impact on marketing, suggesting strategies for companies and their relationship with their audiences.

## Keywords

Communication; consumption; happiness; marketing; structure; wellbeing.

# 1. Theoretical frame

Developing sustainable consumption habits has been the subject of ongoing study from various marketing perspectives. Some academic initiatives have sought ways to keep customers interested in the products developed by companies and, to this end, have sought to find an axis that drives responsible consumption from the internal and external motivations to which the influence of marketing subjects the consumer in their decision-making process. In this process, there are two fundamental differences in the origin of the stimuli. On the internal side, needs are initiated by those triggers that originate in beliefs, expectations, and desires stemming from the customer's individuality. On the other hand, when these originate in the collective or come from an origin that derives from characteristics that respond to the group's requirements, they can be considered external triggers.

This paper aims to analyse the degree of internal and external triggers of happiness perceived by a group of Irish and Spanish customers and entrepreneurs or young employees in I.T. companies in Ireland and Spain and whether these triggers are associated with their motivation to maintain consumer behaviour (Fernandez-Osso et al. 2022). There is a positive and statistically significant relationship between external happiness triggers and motivation for consumer behaviour; that is, there is an association between the different categories (represented by the occupational status variable). In this research, we argue that the correlation between the two entities is higher than we have discussed. It means that developing public policies to increase employee happiness and collective goals in the future is mandatory.

In this paper, we first propose the development of a literature review on the constructs of internal factors of happiness. These intrinsically address the emotional and subjective aspects that individuals face in the search for a consistent meaning that motivates them to have an appropriate behaviour for the consumption of products in their purchasing behaviour. This section analyses the external factors of happiness, such as personal growth, professional experience, and the social environment, among other concepts that make up this construct. Finally, the motivation for consumer purchasing behaviour and the characteristics of the consumer products are analysed. This means that the development of the research hypotheses supports the perspective of the independent variables, which are the internal and external factors of consumer happiness and refers to purchasing behaviour as the dependent variable. In the third section of the document, the methodological design is described, where the characteristics of the sample and its statistical composition are shown, as well as the composition of the research subject, the data corresponding to the descriptive statistics of the participants, and at the end of the section, the calculated values of the validated measurement instrument are shown and accepted for its general application. Section four of the results shows the Pearson correlation analysis,

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the multiple regression analysis, and the P.L.S. structural equation analysis, from which the adjusted model of the theoretical proposal extracts, and its composition is graphically illustrated at the end. Finally, the fifth and sixth sections, discussion and conclusions, analyse the results obtained in evaluating the hypotheses, the findings of applying the statistical tools, and comparing the results with the existing literature. It ends with the limitations and the studies to be carried out in the future, as well as the importance of this study to increase the contents of the existing literature.

## 1.1. Happiness reasons in place marketing

Internal happiness factors refer to the personal characteristics, attitudes, and mindset contributing to an individual's happiness and wellbeing. These factors are more intrinsic, emotional, and subjective (Kong et al., 2021). For example, one internal human factor that significantly affects happiness is mindset, which refers to how people perceive and interpret their experiences, challenges, and emotions and how this can significantly influence their happiness. Therefore, developing a positive mindset involves cultivating optimism, resilience, and gratitude (Oliveira et al., 2023). People can improve their wellbeing by focusing on the present moment and finding positive aspects under challenging situations. In addition, practising self-compassion and accepting one's strengths and imperfections fosters a sense of acceptance and contentment. Cultivating mindfulness and fostering healthy relationships also contribute to inner happiness, even in the structure (Sánchez-Gey et al., 2023). Ultimately, by fostering a positive mindset and focusing on inner qualities, individuals can tap into their self-perception and sense of worth to develop a state of lasting happiness (Burhanudin, 2023).

In this sense, some common factors of internal happiness include several characteristics, among them the following: 1) A positive mindset, which involves having an optimistic outlook, focusing on gratitude, and practising self-compassion. Positive thinking and reframing negative situations can lead to greater happiness (Tanzer, 2021). 2) Coping with and recovering from adversity and setbacks is an essential internal factor for happiness. Emotional resilience involves managing stress, developing healthy coping mechanisms, and maintaining a positive emotional balance even in catastrophic situations, illnesses, or accidents (Clifton et al., 2020). 3) Accepting oneself, including strengths and weaknesses, and having healthy self-esteem contributes to happiness. Embracing self-acceptance and self-compassion can improve wellbeing (Iqbal & Dar, 2022). 4) Living in alignment with personal values and being true to oneself can enhance happiness. When people prioritise activities, relationships, and goals aligning with their values, they experience greater fulfilment and satisfaction (Foncubierta-Rodríguez, 2021). 5) Emotional intelligence involves being aware of and managing one's emotions, as well as understanding and empathising with the emotions of others. Developing emotional intelligence can improve relationships, increase self-awareness, and contribute to overall happiness (Kim, 2021). 6) Practicing mindfulness, which involves being fully present and observing one's thoughts and feelings without judgment, can enhance happiness. Mindfulness helps people to appreciate the present, reduce stress, and cultivate a greater sense of peace and contentment (Dhiman, 2021). Engaging in continuous personal growth, learning, and self-improvement can contribute to happiness. Setting and pursuing goals, seeking new experiences, and taking advantage of learning and development opportunities can foster a sense of purpose and fulfilment.

It is essential to remember that the internal factors of happiness can develop through self-reflection, self-care, and personal development, all from an internal perspective. It is based on the growth of a

sense of identity and self-perception that values the scope of knowledge strengthened by the wisdom of perceived existence (Franklin & Tordini, 2022). While external circumstances may influence happiness, internal factors are essential in how people perceive and respond to those circumstances.

## 1.2. More happiness antecedents and happiness management in communicative structure

Today, an economy based on consumption prevails. This economic system is sustained, among other things, by its communication model. Long gone are the days of newspapers with only one owner, the big media conglomerates reach much further. Press, television, radio, but also books, cinema, video games... and in turn, of course, banks, political groups... all supporting a consumer society that equates consumption with happiness. The message is clear, to be happy it is necessary to consume and consume in my companies that support my media emporium. This trend goes far beyond the fact that you see some advertising spots and not others on this or that channel, it is that even the content, such as television series, encourages this consumption that will support the current communication model.

External happiness factors refer to external circumstances or factors that can influence a person's overall happiness and wellbeing. These factors can vary from person to person, but some common external happiness factors include those that are part of their academic background (Ravina-Ripoll et al., 2019), their personal growth (Dhiman, 2021), professional experience (Cheung et al., 2022) their social environment (Hernandez García de Velasco et al., 2020) and those related to their personality development (Adedeji et al., 2023).

Among the factors that have a determining influence are listed some extracted from the external analysis of the individual and his or her expectations of the products that provide him or her with a feeling of subjective satisfaction and happiness when consuming them: 1) Positive and supportive relationships with family, friends and romantic partners contribute to happiness. Having a solid social support network and feeling connected to others can improve wellbeing (Lee & Brusilovsky, 2017). 2) Financial stability, having sufficient financial resources to meet basic needs and pursue personal goals, can contribute to happiness. While money alone does not guarantee happiness, financial security can alleviate stress and provide opportunities for enjoyment and personal growth. (Korankye & Pearson, 2023). 3) Good physical and general wellbeing are essential for happiness. Factors such as maintaining a healthy lifestyle, exercising regularly, eating a balanced diet, and getting enough sleep can have a positive impact on happiness (Lee & Yoon, 2020) 4). Finding purpose and satisfaction in one's professional life can contribute significantly to happiness (Sánchez-Vázquez et al., 2019). A job that aligns with personal values provides a sense of accomplishment and allows for personal growth and development, enhancing overall wellbeing (Núñez-Barriopedro et al., 2021) 5) Engaging in activities or hobbies that bring joy and a sense of accomplishment can contribute to happiness. Pursuing passions, hobbies, creative outlets, or volunteering can provide a sense of purpose and fulfilment (Kuzmanović, 2022a) 6) Living in a safe and supportive community, having access to nature, and being surrounded by a pleasant physical environment can influence happiness (Ravina-Ripoll et al., 2021a). A clean and aesthetically pleasing environment can improve mood and wellbeing (Datu et al., 2017) Achievements, such as attaining personal goals, academic success, or professional advancement, can contribute to happiness (Ravina-Ripoll et al., 2019). The recognition and sense of accomplishment that comes with achieving milestones or reaching personal goals can boost overall wellbeing (Ravina-Ripoll et al., 2022).

It is essential to remember that while external factors may impact happiness, individual differences and internal factors, such as mindset, attitudes, and personal values, also play an essential role in determining happiness and general wellbeing. For this reason, the need arises to consider these proposed working hypotheses that we can observe in item “hypotheses”.

### 1.3. Purchasing consumer behaviour impulse

We can state that consumer behavioural motivation refers to the underlying reasons and factors that drive people to make specific purchasing decisions. Understanding customer motivations is crucial for companies to attract, engage, and satisfy their target audience. Specifically, customers are motivated by their basic needs and the desire to solve specific problems or challenges. They seek products or services that meet their functional needs, such as food, clothing, housing, and transportation. Identifying and addressing these needs is a crucial driver of consumer behaviour (Brand-Gruwel et al., 2005). Others are motivated by emotions and motivate consumer behaviour (Macintyre et al., 2020). Customers are driven by their desires, aspirations, and emotional states. They seek products that evoke positive emotions such as joy, excitement, pleasure, or satisfaction. Emotional appeals, storytelling, and the creation of memorable experiences can tap into these motivations (Shrum et al., 2023).

Specifically, in the city context, city branding is found as the appropriate form to implement city marketing (Braun, 2008; Kavartzis, 2004), In the application of marketing techniques to cities (Braun, 2008) and their administration practice of the city image due to the high competitiveness among geographical spaces, city branding is called to be the most appropriate concept to understand the application of marketing to cities. Specifically, emotional place branding has been explored in the essential aspects to build a long-term relationship between a place brand image and the consumer (Casais & Poço, 2023), which can report in happiness and positive feelings of belonging between the place and the citizen. Similarly, city branding has been studied in relation to brand love in understanding what factors create a memorable experience (Ghorbanzadeh et al., 2023). Most recently, place marketing and branding has been connected to placemaking. Placemaking is a concept whose value resides in creating community engagement experiences in public spaces that can drive social change (Foth, 2017). Its evolution to digital placemaking has been explored in driving positive impact in communities such as economic and cultural growth (Morrison, 2021), enhanced place attachment (Halegoua & Polson, 2021), social cohesion (Najafi et al., 2021) and potential in building nature connectedness supporting wellbeing (Fernandez-Ossó Fuentes et al., 2024). However, other challenges and drawbacks need to be considered (e.g., Chen et al., 2022; Karge, 2018; Li & Alencar, 2022). Digital placemaking can be understood as a process that uses digital media to create meaningful experiences (Chew et al., 2020), which can then lead to positive emotions towards the place and, therefore, to affect the happiness of consumers for their wellbeing.

Some customers are often motivated by social factors and the need for social acceptance. They seek products that align with their identity, values, and desire to belong to specific groups or communities (Fanning & O'Neill, 2019). Family, friends, and social networks can influence consumer behaviour through recommendations, trends, and social proof. Usually, some of them could be motivated by a desire for status and prestige. They seek products or brands that symbolise wealth, success, or status. Luxury goods, high-end brands, and limited-edition products often attract customers motivated by the status associated with their ownership (Adedeji et al., 2023).

Others appreciate products or services offering customisation and personalisation options. They seek customised solutions tailored to their unique preferences, tastes, or requirements. Customising products can create a sense of ownership and exclusivity, motivating customers to purchase (Ravina-Ripoll et al., 2021a). Customers are motivated by a product or service's perceived value and price. They look for offers that provide the best balance between quality and cost. Factors such as discounts, promotions, affordability, and perceived value for money influence customers' decisions (Krishna, 2011a). Usually, they can get involved by the trust and reputation of brands or businesses. They seek products from trusted sources and suppliers with a positive track record, strong customer reviews, and a reputation for quality, reliability, and ethical practices (Chang & Durante, 2022).

In all cases, customers value convenience and look for products or services that make their lives easier, save time, or simplify tasks. Ease of use, accessibility, fast delivery, and hassle-free experiences motivate customers to choose certain products or services over others (Jiménez-Marín et al., 2022).

## 2. Hypotheses

In the light of the above, we start from these three conjectures:

1. H1: Internal happiness factors and consumer behaviour have a positive significant relationship. That is, there is an association between the categories (positive mindset, emotional resilience, self-acceptance, self-esteem, personal values, authenticity, emotional intelligence, mindfulness, present moment awareness, personal growth, and learning). The literature suggests that individuals and organisations have a common purpose. This research proposes that the correlation between internal happiness-generating factors and purchasing behaviour is more robust than we have discussed. If the hypothesis is confirmed, it is feasible that it will be mandatory to develop public policies to increase employee happiness and collective goals in the future.
2. H2: There is a positive and statistically significant relationship between external happiness factors and consumer behaviour. That is, there is an association between categories (social relationships, financial security, health, and physical wellbeing, meaningful work, personal fulfilment, environment and surroundings, personal achievement) and the value placed on the variable measuring the degree of perceived happiness and the incentives to continue developing certain habits as a customer. Accordingly, in this paper, we analyse how internal happiness triggers affect consumer or customer purchase behaviour among members of technology-based firms. The literature suggests that individuals and organisations have a common purpose. In this research, the correlation between the two entities is more robust than we have discussed. It means that developing public policies to increase employee happiness and collective goals in the future is mandatory.

## 3. Methodology

To this end, a literature review of the internal and external factors of consumer behavioural happiness and the perception of happiness conduct. This assessment of available work considers studies

conducted in recent years on happiness-consumer behaviour connections. Secondly, a comparative analysis of means or, depending on the case, multiple regression can be used.

The data were recorded using a questionnaire developed using an ex-ante diagram to specify the correlation between independent and dependent variables. In this exercise, we define three variables, two of them independent: internal happiness factors and external happiness factors, and one dependent: consumer behaviour. The data collection is used to validate a pilot test, and after validation, the need for a sample of 384 collected questionnaires is determined. Once the data are acquired, a Pearson correlation test and a multivariate regression are executed to validate the proposed hypotheses. When the null hypothesis is rejected, post hoc tests are performed to determine which categories differ statistically and at which levels. Subsequently, a regression analysis is implemented to determine how often a specific category will be more likely to match the proposed theoretical model.

This study is centred around a margin of error of  $\pm 5.0\%$  at a 95% confidence level, based on an equal proportion of success and failure in a simple random sample. Data collection concluded in June 2023, focusing on Ireland and Spain as its areas of interest. The research aims to construct a complex regression model to explore how consumer behaviour and internal and external happiness factors affect university professors' sense of happiness. It is to identify which specific factors are reflected in their perceived happiness. In this model, social constructs are utilised as proxies for theoretical ideas and are assessed with data gathered from completed questionnaires, which serve as input for statistical analysis. This analysis sheds light on the interplay among the different factors. Due to the formative and reflective nature of the variables in question, a regression model was chosen to estimate the proposed model. S.P.S.S. software was utilised to carry out the analysis.

A detailed and in-depth understanding of the type of variables, along with their corresponding constructs, the number of items, and the reliability analysis conducted using various indices, are presented. The research investigates the interconnections among three distinct constructs or variables. The paper employs two distinct variables to shed light on the 'Consumer Behavior' construct, categorised as 'Internal Factors' and 'External Factors.' By leveraging the questionnaires and their respective items, evaluating these three separate constructs has been feasible, with each construct being elucidated by nine distinct items.

Based on the scaling system, each item is evaluated using a seven-point scale ranging from '1 - Strongly Disagree' to '7 - Strongly Agree.' Subject matter experts have reviewed and confirmed each construct or variable. Cronbach's Alpha was applied for assessment, and the resulting indices demonstrate outstanding reliability, surpassing the 0.7 benchmark that is advised for studies in the social sciences. (Nunally, 1978). It also was validated using rho\_A, Composite Reliability, and AVE values, all of which approved the validity and integrity of each construct.

## 4. Results

The regression model is evaluated by analysing correlations among constructs and variables and applying ANOVA and R-squared metrics. Here, the three variables, which either depend on or result from other constructs, include scales developed with formative and reflective items. Subsequent sections will examine the reliability metrics, correlations, ANOVA, and regression analysis.

The model in discussion showcases a pertinent and notable correlation coefficient between variables, as indicated in Table 3. The correlation statistics presented in this table reveal that Consumer Behavior (C.B.) and Internal Factors (IF) share a correlation coefficient ( $r$ ) of 0.780 with a  $p$ -value less than 0.001 ( $r = 0.780$  and  $p < 0.001$ ). C.B. and External Factors (E.F.) have a correlation coefficient of 0.665, also with a  $p$ -value less than 0.001 ( $r = 0.665$ ,  $p < 0.001$ ). We can infer that internal and external factors significantly correlate with consumer behaviour, with internal factors having a slightly more substantial relationship. However, it is essential to remember that correlation does not imply causation; these results do not necessarily mean that the internal or external factors cause changes in consumer behaviour, only that they move together to some extent. For every instance, the data yields values that underscore the significance of the correlations observed. Specifically, when examining C.B. about IF and E.F., it is evident that an increase in either of these variables is associated with an increase in C.B., signifying a positive and notable correlation. Furthermore, in every scenario, the level of statistical significance achieved is within acceptable limits.

Statistical evaluations were conducted to gather essential data for regression analysis. This document section presents the outcomes and delineates the regression analysis for the hypothesised model.

Succinctly the efficacy of a model of consumer behaviour through ANOVA (Analysis of Variance) is described. The model's regression sum of squares stands at 323.670, which, when contrasted with the residual sum of squares of 212.458, underscores the substantial proportion of total variance accounted for by the regression. The model has two degrees of freedom ( $df$ ), likely corresponding to the two predictors: external and internal factors. The mean squared, the sum of squares divided by the respective  $df$ , presents a stark contrast between the regression (161.835) and the residual (0.535), further emphasising the model's strength.

A remarkable  $F$ -statistic of 302.406 signals the model's statistical significance, corroborated by a  $p$ -value of 0.000, demonstrating that the model's predictors provide a significantly better fit than an intercept-only model. This ANOVA table, therefore, provides compelling statistical evidence that the specified predictors considerably influence the variability in consumer behaviour. The table insists on a robust model, yet it also serves as a reminder that significance does not entail causality, and these results should be interpreted as indicating association rather than direct causation.

The regression analysis summarised presents a compelling narrative on the determinants of consumer behaviour, attributing significant explanatory power to internal and external factors. With a solid Multiple Correlation Coefficient ( $R$ ) of 0.777, the model suggests a potent linear relationship between these factors and consumer behaviour, encapsulated by a value of 0.604. It indicates that over 60% of the behaviour's variability is deciphered by the model, supported by the Adjusted  $R$  Square, which sits at 0.602, affirming the relevance of the predictors within the model's scope.

The precision of the model is denoted by a Standard Error Estimate of 0.73155, reinforcing the model's reliability in reflecting actual consumer behaviour. Including constant terms alongside external and internal factors highlights their combined influence, with the adjusted ensuring the model's robustness against overfitting. Though indicative of strong predictive associations, this model serves as a base for understanding the dynamics of consumer behaviour, emphasising the need for cautious interpretation in the light of correlation not equating to causation. It is described out the influence of IF and E.F. on C.B. through coefficients that quantify their impact. IF, with an unstandardised coefficient of 0.622 and a standardised Beta of 0.586, emerges as a dominant predictor, revealing a stronger relationship with



Consumer Behavior than External Factors, which hold an unstandardised coefficient of 0.253 and a Beta of 0.239. The significance values (Sig.) for both factors are less than 0.001, underscoring the statistical robustness of these relationships.

The model's integrity is bolstered by collinearity statistics, showing Tolerance levels above 0.1 and V.I.F. (Variance Inflation Factor) below the cautionary threshold of 5, dispelling concerns over multicollinearity. Thus, while both factors are significant, Internal Factors bear a greater weight in predicting Consumer Behaviour, highlighting the complex interplay between an individual's internal makeup and external influences in shaping consumer dynamics. Therefore, the model introduces a predictive formula, that it is confirming that the variables positively affect the dependent variable. The formula validates all the proposed hypotheses, with empirical testing supporting the conceptual framework. The theoretical model's outcomes verify each hypothesis, and the correlation is statistically significant, answering the research queries effectively through Pearson's correlation model. Validation of these results is further reinforced by analysing the Beta coefficients, the coefficient of determination ( $R^2$ ), and the predictive equation derived from the regression analysis.

Once the analysis is complete, the next section of this paper discusses the results of the hypotheses tested. The research hypotheses are accepted at a 95% confidence level. Figure 1 observes the results and correlations between each variable [internal factors vs consumer behaviour and external factors vs consumer behaviour] and how the theoretical model is confirmed, as well as the hypotheses.

## 5. Conclusions

Principal results show that the proposed hypotheses have been validated: Internal happiness factors are influential in developing consumer behavioural motivation. It is essential to consider elements such as age, gender, and educational background when assessing these results. It makes it necessary to carry out studies confirming the results obtained and, therefore, the importance that this factor corresponding to human capital can be included in public and organisations' internal policies. In that sense, external happiness factors are a determining factor in developing consumer behavioural motivation. This term motivates the exploration the possibility of proposing a paradox due to the duality of both analyses between a complex internal and external approach to the phenomena of consumer behavioural motivation for sustainable behaviour, and this view stems from the social complexity approach.

*H<sub>1</sub>. A positive and statistically significant relationship exists between internal happiness factors and consumer behaviour.*

In this factor, the results indicate that the influence of economic incentives to increase consumer behaviour is positive. In this case, the results indicate a high correlation at the  $r = 0.780$  level, with a significance level of  $p < 0.001$ , which is also confirmed in the regression study. It positions as the factor that most influences. These results confirm the relevance of internal factors and triggers in consumer behaviours and happiness (Bodhi et al., 2022). Therefore, hypothesis 1 is confirmed.

*H<sub>2</sub>. A positive and statistically significant relationship exists between external happiness factors and consumer behaviour.*

The results indicate that emotional health negatively influences the increase in the perception of happiness. In this case, results confirm a high correlation at  $r = .688$ , with a significance level of  $p < 0.001$ . It is confirmed in the regression study, where it is the second influence on consumers. It confirms that consumer behaviour is affected by external elements and factors. These results confirm the importance of this variable (Barquero-Cabrero et al., 2022; Castillo-Abdul et al., 2022; Galiano-Coronil et al., 2021; Ravina-Ripoll et al., 2021a). Therefore, hypothesis 2 is confirmed.

These findings augment and nourish the literature in two ways. The first is from regional perspectives, addressing internal and external factors that trigger happiness. It focuses on technology consumers who also analyse personal views regarding the independent variables that explore the problem posed while assessing their perceptions and behaviours. This approach highlights social connections and its effects in community environments to contribute to consumer happiness. It increases our knowledge about consumer behaviour and happiness through triggers and constraints on their internal and external factors. The second, uses statistical regression and P.L.S. statistical analysis to confirm the theoretical models from collecting empirical data. These studies confirm the hypotheses and fulfil the research objective to complete the study and answer the research questions stated in this paper.

From a practical approach, it is observed that the organisational dimensions are relevant to understanding consumer behaviour from the perspective of happiness. Social dynamics within organisations play a significant role in shaping consumer happiness and behaviours. This is why applied research organisations can promote organisational policies that promote the development of activities to improve the perception of happiness so that the organisation's members increase their productivity. Educational institutions and research institutions would benefit from this dynamic.

In conclusion, this research indicates that internal happiness factors are essential for technology consumer behaviours. In this case, consumers value their appreciation and perception of the emotional and subjective aspects that provide consistent meaning to their satisfaction. For this reason, organisations need to pay special attention to selecting, evaluating, and promoting leadership styles that have a balanced approach between organisational goals and those that promote the perception of individual achievement congruent with those pursued by the organisation's constituents. Subsequently, companies must consider the actions that incentivise the perception of external achievement and are determinant in the perception of external happiness factors. Consequently, the company must consider its shared vision, including group and employee behaviours while working. Leadership requires transferring elements that communicate the company's sustainable belief and value systems to enhance consumers' awareness of their internal and external sense of fulfilment, increase their perception of happiness, and ultimately influence their consumption behaviours. An organisation's human resource practices must also reflect the desire to recruit and hire candidates who demonstrate responsible leadership characteristics and standards. The leader's role is a substantial contextual factor in developing the company's vision. To develop the company vision, leaders contribute in conjunction with their behaviour has examined the association of responsible leaders and digital consumer behaviour with the indirect pathway to a shared vision analytically. In addition, there is a need to focus on creating an organisational culture based on a shared vision, as the shared vision of the organisation is essential to stimulate the behaviours of the agents involved with the company, whether they are internal or external customers, through the enactment of policies and practices related to the strengthening of policies that encourage the perception of satisfaction and happiness in organisations.

## 6. Discussions

The individuals who are stakeholders of an organisation are a fundamental part of the outcomes that can be achieved. From this perspective, stakeholder expectations are essential in determining whether the organisation is affected in its productivity and competitiveness after assessing how the motivation of consumer behaviour affects the competitiveness of the firm and helps to determine possible outcomes. In this case, happiness's internal and external triggers are similar constructs but epistemologically different. The former involves individuals' desires, aspirations, and beliefs. On the other hand, the external ones have group foundations and are characterised by their relationship to the expectations of others, not necessarily individuals. This social dimension is crucial in the promotion of wellbeing and happiness perception in consumers, as place and organisations dynamics can significantly promote activities to support social cohesion and relationships.

Having done this and ratified through hypothesis testing that both the concept of internal and external happiness triggers influence, the development of consumers' behavioural motivations and generate "successful companies", the "happiness-marketing paradox" is then proposed as a construct derived from the study of the contradiction between the nature of the origin of happiness and the need for a consumption habit based on unsatisfactory behaviours for the consumer. The "happiness-marketing paradox" is then proposed as a construct derived from the study of the contradiction between the nature of the origin of happiness and the necessity of a consumption habit based on unsatisfactory behaviours for business success. This paradox is under further analysis as it will invariably reflect organisational productivity and competitiveness.

This research analyses the constructs of economic incentives, emotional health, management styles, and research activities that affect the perception of happiness. Previous studies have focused on showing the strategic importance of people's perceptions of the happiness construct based on the independent variables mentioned above. This study found significant relationships in the variable perception of economic incentives and happiness as a function of better living conditions. The survey participants ratified the hypotheses and showed that all the variables were appropriate and relevant to the study for the teachers. Happiness increases the competitiveness of individuals who modify organisational competitiveness in their companies (Lee & Clarke, 2019), so happiness is essential in this new self-perception.

The most relevant variable in this study is related to economic incentives, which establishes that Hypothesis 1 is accepted: "H<sub>1</sub>. There is a positive and statistically significant relationship between internal happiness factors and consumer behaviour". These results confirm the importance of economic retribution for the perception of happiness. In this case, it contributes to the growing literature on the topic of economic incentives (Suárez-Perales et al., 2021).

It is essential to highlight that the emotional health of teachers is a factor with an inverse correlation with the perception of happiness. This factor shows that as the conditions affecting the level of emotional health perceived by the teacher increase, there will be a deterioration in their perception of happiness and academic satisfaction. Therefore, hypothesis 2 is confirmed: "H<sub>2</sub>. *There is a positive and statistically significant relationship between external happiness factors and consumer behaviour*". This result contributes to the development of knowledge on the relational process of these two constructs. It also joins previous work that confirms this finding (Huo et al., 2023, 2024).

## 7. Limitations of the study and future research.

The present study has some limitations that should be addressed in future research. First, the study is cross-sectional; therefore, causality is limited. Future research should use longitudinal designs to examine the causal relationship between internal and external factors and technology-based consumer buying behaviour to understand better the role of the marketing and happiness paradox in this phenomenon. Secondly, the research relied on the measurement of individual perceptions of a specific type of consumer, which may be subject to some bias due to the nature of the product. Future research should use objective measures of purchase behaviour with other types of products and thus expand the effect of the consumption paradox on different consumer segments. Thirdly, the study considers only one industry, which relies on technology-based products, and therefore, the generalizability of the findings may be limited. Future research should replicate the study in different sectors. A limitation of this study is that the data collected was self-reported by employees, which may introduce response bias and limit the reliability of the results. Future research can overcome this limitation using independent databases, public databases, interviews, or additional collection means. This way, a more complete and accurate assessment of consumer purchasing behaviour can be obtained. Another possible future direction could be to investigate the mediating mechanisms between individual consumer characteristics and how these influence or mediate internal and external happiness factors to determine if there is an impact on consumption and consumer behaviour in the complex media and entrepreneurial structure.

## 8. Specific contribution of each signatory

- Specific contribution of each signatory: M.F-O.F; N.S-G.V.
- Conception and design of the work: M.F-O.F; N.S-G.V.
- Documentary research: M.F-O.F; N.S-G.V.
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We have not used Artificial Intelligence tools for the elaboration of the text.

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