The Marketing-Happiness Paradox: Exploring Technological Consumer Behavior

La Paradoja del Marketing y la Felicidad: Explorando el Comportamiento del Consumidor Tecnológico

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Abstract: This study explores the marketing-happiness paradox in Mexico"s technology sector, analyzing consumer happiness driven by product consumption. Through structural equation modeling of survey data from 384 employees, it identifies internal and external happiness-related factors that propel a cycle of continuous consumption as consumers seek satisfaction in products with novel features. The findings emphasize the significant role of emotional impacts in marketing, suggesting strategies for technology companies. Initially relevant to the surveyed group, the study calls for broader research across various demographics. It presents a unique perspective on consumer behavior influenced by marketing, highlighting ethical and social concerns about leveraging consumer emotions in marketing practices.

Keywords: Marketing-Happiness Paradox, Consumer Happiness, Emotional Impacts, Marketing Strategies, Consumer Behavior

Resumen: Este estudio explora la paradoja marketing-felicidad en el sector tecnológico de México, analizando la felicidad del consumidor impulsada por el consumo de productos. A través del modelado de ecuaciones estructurales de datos de encuestas de 384 empleados, identifica 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 muestran que las emociones juegan un papel fundamental en las decisiones de compra y sugieren estrategias de marketing basadas en este conocimiento. Aunque inicialmente relevante para el grupo encuestado, el estudio exige una investigación más amplia en diversos grupos demográficos. Presenta una perspectiva única sobre el comportamiento del consumidor influenciado por el marketing, destacando las preocupaciones éticas y sociales sobre el aprovechamiento de las emociones del consumidor en las prácticas de marketing.

Palabras clave: Paradoja Marketing-Felicidad, Felicidad Consumidor, Impactos Emocionales, Estrategias de Marketing, Comportamiento de Consumidor

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I. INTRODUCTION

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 analyze the degree of internal and external triggers of happiness perceived by a group of Mexican customers and entrepreneurs or young employees in IT companies in Northern Mexico and whether these triggers are associated with their motivation to maintain consumer behavior. There is a positive and statistically significant relationship between external happiness triggers and motivation for consumer behavior; 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 behavior for the consumption of products in their purchasing behavior. This section analyzes 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 behavior and the characteristics of the consumer of technology-based products are analyzed. 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 behavior 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, the multiple regression analysis, and the PLS 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, analyze the results obtained in evaluating the hypotheses, the conclusions 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.

II. LITERATURE REVIEW

1. Internal happiness factors

Internal happiness factors refer to the personal characteristics, attitudes, and mindset contributing to an individual's happiness and well-being. These factors are more intrinsic, emotional, and subjective (Ahumada-Tello et al., 2022). 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.

Developing a positive mindset involves cultivating optimism, resilience, and gratitude (Kong et al., 2021; Ononye et al., 2022; Yildirim & Belen, 2019). People can improve their well-being by focusing on the present moment and finding positive aspects under challenging situations. In addition, practicing 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. 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).

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 practicing self-compassion. Positive thinking and reframing negative situations can lead to greater happiness (Jaiswal & Arun, 2021; 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 well-being (Iqbal & Dar, 2022). 4) Living in alignment with personal values and being true to oneself can enhance happiness. When people prioritize activities, relationships, and goals aligning with their values, they experience greater fulfillment and satisfaction (Foncubierta-Rodríguez, 2021; Rajkumar, 2023). 5) Emotional intelligence involves being aware of and managing one's emotions, as well as understanding and empathizing with the emotions of others. Developing emotional intelligence can improve relationships, increase self-awareness, and contribute to overall happiness. (Arghode et al., 2022; Kim, 2021; Oliveira et al., 2023; Ononye et al., 2022; Sager, 2017; Shankar & Tewari, 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). 7) 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 fulfillment (Quoidbach et al., 2019).

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 (Bollen & Lennox, 1991; Franklin & Tordini, 2022; Sanagustín-Fons, 2020). While external circumstances may influence happiness, internal factors are essential in how people perceive and respond to those circumstances.

2. *External factors of happiness*

External happiness factors refer to external circumstances or factors that can influence a person's overall happiness and well-being. 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 (Ahumada-Tello, 2017; 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 well-being (Berezan et al., 2017; D. H. 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; Park, 2020; Stone et al., 2010). 3) Good physical and general well-being 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 (Bocarro et al., 2023; Galán-Ladero & Galán-Ladero, 2021; Lee & Yoon, 2020).4) Finding purpose and satisfaction in one's professional life can contribute significantly to happiness. A job that aligns with personal values provides a sense of accomplishment and allows for personal growth and development, enhancing overall well-being (Baumeister et al., 2013; 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 fulfillment (Kuzmanovi , 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-Ripol et al., 2021a; Zheng & Yang, 2019). A clean and aesthetically pleasing environment can improve mood and well-being (Basu, 2014). 7) Achievements, such as attaining personal goals, academic success, or professional advancement, can contribute to happiness. (Datu et al., 2017; Ravina-Ripoll et al., 2019, 2022).

The recognition and sense of accomplishment that comes with achieving milestones or reaching personal goals can boost overall well-being (Ahumada-Tello, 2017).

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 well-being.

3. *Motivation of purchasing behavior*

Customer or consumer behavioral motivation refers to the underlying reasons and factors that drive people to make specific purchasing decisions (Sima et al., 2020). Understanding customer motivations is crucial for companies to attract, engage, and satisfy their target audience.

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 behavior (Brand-Gruwel et al., 2005). Others are motivated by emotions and motivate consumer behavior (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 (Akthar et al., 2022). Emotional appeals, storytelling, and the creation of memorable experiences can tap into these motivations (Shrum et al., 2023).

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 behavior 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 symbolize 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; Elías-Zambrano et al., 2023).

Others appreciate products or services offering customization and personalization options. They seek customized solutions tailored to their unique preferences, tastes, or requirements. Customizing 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; Gadhavi & Sahni, 2020).

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; Griffith et al., 2023).

4. Happiness culture

Happiness management emerges as a trend in organizational management aimed at maximizing employees' well-being and improving their productivity and satisfaction. This concept recognizes that happiness in the workplace is a crucial determinant of performance and innovation. In this context, technology organizations have begun to adopt happiness management strategies, promoting environments that favour creativity and work-life balance and developing a culture of support and recognition (Galiano-Coronil et al., 2024; Rando-Cueto et al., 2024)). These initiatives not only have a positive impact on team morale but also contribute to excellent talent retention and employee loyalty. By establishing a happy work environment, companies can create a competitive advantage, as satisfied employees tend to be more proactive, which improves service quality and customer experience (Shdaifat et al., 2024).

In technology consumer behaviour, happiness management influences how consumers perceive and adopt new technologies. Consumers are increasingly aware of the well-being companies promote, which affects their purchasing decisions. Technology companies associated with promoting wellness and managing positive emotions tend to generate a stronger emotional connection with their users. In addition, consumers are looking for technologies that satisfy functional needs and offer a rewarding experience. Thus, happiness management becomes an influential factor in consumer loyalty, as a

happy customer is more likely to maintain long-term relationships with brands that reflect their personal and cultural values, enhancing the consumption cycle of technology products and services (Li et al., 2024; Chavoshi et al., 2024).

5. *Characteristics for technology-based products procurement*

Several factors can influence the motivation of consumer behavior for technology-based goods. Customers are often motivated to buy technology-based products because of their functionality and performance. They look for products that meet their needs, provide efficient solutions, and offer advanced features or capabilities. Technology-based goods often provide convenience and efficiency in various aspects of life. Customers are motivated to adopt these products to save time, simplify tasks, automate processes, and improve productivity. Examples include smartphones, smart home devices, and wearable technology.

Many customers desire to keep up with the latest technological developments and seek new and innovative products that offer unique features, enhanced user experiences, or cutting-edge technologies. The lure of novelty and being an early adopter can be strong motivators. Technology-based goods can serve as status symbols or markers of social influence. Customers may be motivated to purchase these products to align themselves with peer trends, demonstrate social status, or project a specific image. The desire for social acceptance and admiration may influence their purchasing decisions. Technology-based goods often offer entertainment value and opportunities for leisure activities. Customers are motivated to purchase gaming consoles, streaming devices, and virtual reality systems for recreational purposes and to enhance their entertainment experiences.

The need for communication and connectivity drives customers to adopt technology-based products. They seek devices and platforms that facilitate seamless communication, enable connection with others (e.g., smartphones, social networks), and allow access to a global network of information and resources. Technology-based goods can support personal and professional growth. Customers are motivated to purchase products that enable learning, skills development, and career advancement. It includes educational technology, software tools, and devices that facilitate remote work or enhance job performance. Customers may be motivated by technology-based products'cost savings and value proposition. They are looking for products that

offer long-term cost-effectiveness, energy savings, or reductions in other expenses. For example, energy-efficient appliances or intelligent home systems that optimize the use of resources.

It is essential to remember that customer motivations can vary according to individual preferences, demographics, cultural factors, and the specific use context. Marketers and companies often leverage these motivations to understand customer needs and preferences, tailor their product offerings, and communicate their value propositions effectively (Cloarec et al., 2022; Gloor, 2022; Kim, 2022, 2022b; Krishna, 2011a, 2011b; Kuzmanovi , 2022b; Ravina-Ripoll et al., 2021b; You, 2021). Market research, customer surveys, and analysis of customer feedback can help companies gain insights into the motivations of their target audience and adapt their marketing strategies accordingly (Ayachi & Jallouli, 2022; Jiménez-Marín et al., 2022)

6. Hypotheses and theoretical model

After reviewing the theoretical framework established for this research, we find that the most relevant needs and assertive approaches to attend to the topics of internal and external factors related to happiness and consumer behavior are as follows:

H_1: Internal happiness factors and consumer behavior have a positive and statistically 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 organizations have a common purpose. This research proposes that the correlation between internal happiness-generating factors and purchasing behavior 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.

H2: There is a positive and statistically significant relationship between external happiness factors and consumer behavior.

That is, there is an association between categories (social relationships, financial security, health, and physical well-being, meaningful work, personal fulfillment, 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 analyze how internal happiness triggers affect consumer or customer purchase behavior among members of technology-based firms. The literature suggests that individuals and organizations 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.

Previous hypotheses indicate the relevance of addressing the importance of these factors in consumer behavior toward predictive analysis and inference between variables. As we observe in Figure 1, this paper addresses the correlation between the independent variables" Internal and External Factors and how they affect Consumer Behavior. Meanwhile, it reviews the influence of External Factors on Internal Factors" impact on the variable Consumer Behavior in this model.

Figure 1. Theoretical model.
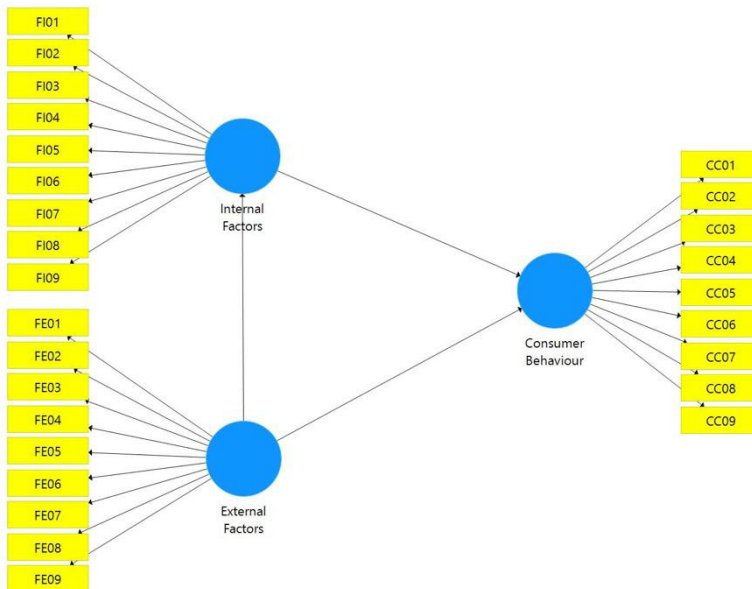
III. METHODOLOGY

To this end, a literature review of the internal and external factors of consumer behavioral happiness and the perception of happiness conduct. This assessment of available work considers studies conducted in recent years on happiness-consumer behavior 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 behavior. The data collection is used to validate a pilot test, and after validation, the need for a sample of 384 collected questionnaires is determined. In this study, we conducted a random and convenience sampling to determine the relevance of the number of responses to the nature of the respondents, all of whom were digital consumers. In random sampling, we selected participants from the target population. This procedure gives us more accurate results and allows statistical inferences. This sampling is crucial for studies that require representativeness and generalization, such as this one. Similarly, we use convenience sampling under the approach of ease of access to data. Although less rigorous, it helps obtain information quickly in studies with limited resources.

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 centered around a margin of error of ±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 Baja, California, in northern Mexico as its area of interest. Mexican consumer behavior has undergone significant changes during the pandemic and its aftermath. The economic crisis, inflation, and the search for value and convenience have influenced their purchasing habits. While online shopping has increased, there is also an interest in purchasing products locally. In addition, Generation Z has quickly embraced technology to shop and stay connected.

These factors make Mexico a relevant context for studying the purchase behavior of technology products.

The research aims to construct a complex regression model to explore how consumer behavior and internal and external happiness factors affect university professors'sense of happiness. This is to identify which specific factors are reflected in their perceived happiness. In this model, social constructs are utilized 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. SPSS 23 and Smart PLS 3 was utilized to carry out the analysis. The technical details of the research are presented in Table 1

Table 1. Technical sheet

Concept	Notes		Value	
Universe	Technology-based consumer		Undefined	
Contact Strategy	Online Questionnaire		384	
Sample			384	
Error			5.0 %	
Confidence level			95.0 %	
P=Q			50.0 %	
Sex	43.0 %	Male	57.0 %	Female
Education	91.9 %	Bachelor	8.1 %	Graduate
Marital Status	93.0 %	Single	3.9 %	Married
	1.0 %	Divorced	2.1 %	Other
Nationality	98.7 %	Mexican	1.3 %	US

Source: Own elaboration in SPSS

Table 2 presents in-depth details on the type of variables, their corresponding constructs, the number of items, and the reliability analysis conducted using various indices. 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, categorized 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.

Table 2. Reliability analysis

Type of variable	Variables Constructs	Items	Cronbach's Alpha	rho A	Composite Reliability	AVE*
Independent	Internal Factors [IF]	9	.908	.914	.925	.580
	External Factors [EF]	9	.916	.920	.930	.598
Dependent	Consumer Behavior [CB]	9	.885	.894	.907	.524

* Average Variance Extracted

Source: Own elaboration in SPSS

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.

IV. RESULTS

The regression model is evaluated by analyzing 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.

1. Pearson correlation 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 (CB) 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). CB and External Factors (EF) 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 behavior, with internal factors having a slightly stronger 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 behavior, only that they move together to some extent.

Table 3. Consumer behavior correlation with internal and external factors

		I	F	EF	N
CB	Pearson Cor.	.780**	.665**	384
	Sig. (2-tailed)	.000	.000	

** Correlation is significant at the 0.01 level (2-tailed)

Source: Own elaboration in SPSS

For every instance, the data yields values that underscore the significance of the correlations observed. Specifically, when examining CB in relation to IF and EF, it is evident that an increase in either of these variables is associated with an increase in CB, signifying a positive and notable correlation. Furthermore, in every scenario, the level of statistical significance achieved is within acceptable limits.

2. Regression analysis

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

Table 4. Consumer Behavior ANOVA

Model		Sum of squares	gl	Mean squared	F	Sig.
1	Regression	323.670	2	161.835	302.406	.000[b]
	Residual	212.458	397	.535		
	Total	536.128	399			

a. Dependent Variable: Consumer Behaviour.

b. Predictors: (Constant), External Factors, Internal Factors.

** Correlation is significant at the 0.01 level (2-tailed)Source: Own elaboration in SPSS

Table 4 succinctly communicates the efficacy of a model of consumer behavior through ANOVA (Analysis of Variance). 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 emphasizing 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 behavior. 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.

Table 5. Summary of the Research Model for Consumer Behavior

Model	R	R Square	R Square Adjustment	Std. Error of Estimate
1	.777	.604	.602	.73155

a. Predictors: (Constant), External Factors, Internal Factors.

Source: Own elaboration in SPSS

The regression analysis summarized in Table 5 presents a compelling narrative on the determinants of consumer behavior, attributing significant explanatory power to internal and external factors. With a strong Multiple Correlation Coefficient (R) of 0.777, the model suggests a potent linear relationship between these factors and consumer behavior, encapsulated by an R²value of 0.604. This indicates that over 60% of the behavior'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 behavior. Including constant terms alongside external and internal factors highlights their combined influence, with the adjusted R²ensuring the model's robustness against overfitting. Though indicative of strong predictive associations, this model serves as a base for understanding the dynamics of consumer behavior, emphasizing the need for cautious interpretation in the light of correlation not equating to causation.

Table 6. Coefficient values for Consumer Behavior and trigger variables

Model		Unstandardised coefficients		Standardised coefficients	t	Sig.	Collinearity Statistics	
		B	Error Std.	Beta			Tolerance	VIF
1	(Constant)	.519	.201		2.582	.01		
	InternalFactors	.622	.049	.586	12.713	.00	.470	2.126
	External Factors	.253	.049	.239	5.185	.00	.470	2.126

a. Dependent Variable: Consumer Behaviour

Source: Own elaboration in SPSS

Table 6 lays out the influence of IF and EF on CB through coefficients that quantify their impact. IF, with an unstandardized coefficient of 0.622 and a standardized Beta of 0.586, emerges as a dominant predictor, revealing a stronger relationship with Consumer Behavior than External Factors, which hold an unstandardized 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 VIF (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 Behavior, highlighting the complex interplay between an individual's internal makeup and external influences in shaping consumer dynamics.

Table 7. Predictive Equation and Hypothesis Results

Evaluation	Result
Predictive equation	CB = .519 + .622 Internal Factors + .253 External Factors
H_1	Accepted | Internal Factors -> Consumer Behaviour (CB)
H_2	Accepted | External Factors -> Consumer Behaviour (CB)

The model introduces a predictive formula in Table 7, 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 analyzing the Beta coefficients, the coefficient of determination (R^2), and the predictive equation derived from the regression analysis.

3. PLS Structural Equation Analysis

In this research, the instrument has been evaluated and prepared for collaboration.

Table 8. Measurement Model Summary

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Consumer Behaviour	0.836	0.837	0.836	0.561
External Factors	0.871	0.872	0.871	0.629
Internal Factors	0.873	0.875	0.872	0.578

Source: Own elaboration in SPSS

The reliability and validity measures for Consumer Behaviour, External Factors, and Internal Factors suggest that all three constructs are measured with good internal consistency and reliability. Cronbach's Alpha, rho_A, and Composite Reliability values all exceed the recommended threshold of 0.70, indicating reliable measurement. Additionally, all constructs" AVE values exceed 0.50, demonstrating adequate convergent validity. Therefore, the constructs are both reliable and valid for further analysis.

One of the objectives of this research is to demonstrate that internal factors and external factors of happiness are decisive in consumer behavior analysis and process. Consequently, the validity of the proposed theoretical model is explored to assess the goodness of fit. The provided model demonstrates a strong overall fit to the data based on several key statistical measures. The SRMR value of 0.041 indicates a good fit, as it falls well below the commonly accepted threshold of 0.08, signifying minimal discrepancy between observed and predicted correlations. Additionally, the d_ULS and d_G values, at 0.154 and 0.128, respectively, suggest that the differences in the model are relatively minor. While not as universally standardized, these measures imply that the model reasonably aligns with the data. The Chi-Square value of 253.482, given a sample size of 384, further supports the model's acceptability, though the exact degree of fit would be better interpreted with the degrees of freedom.

Table 9. Adjustment of the model.

| Measure	Value
SRMR	0.041
d_ULS	0.154
d_G	0.128
Sample	384
Chi-Square	253.482
NFI	0.916

** Correlation is significant at the 0.01 level (2-tailed)

Source: Own elaboration in Smart PLS

The Normed Fit Index (NFI) of 0.916 provides robust evidence of the model's quality, surpassing the general threshold of 0.90, indicating that the

model significantly improves over a null model. This high NFI value, combined with the favorable SRMR, d_ULS, and d_G values, suggests that the model provides a reliable representation of the data, with only minor areas potentially requiring refinement. These measures suggest that the model fits the data well and can be considered trustworthy for further analysis and interpretation. Table 9 shows that all indices used fulfilled the recommended thresholds. It guarantees the validity of our theoretical model and, therefore, the reliability of the results.

Figure 2. Correlations and factor loading.
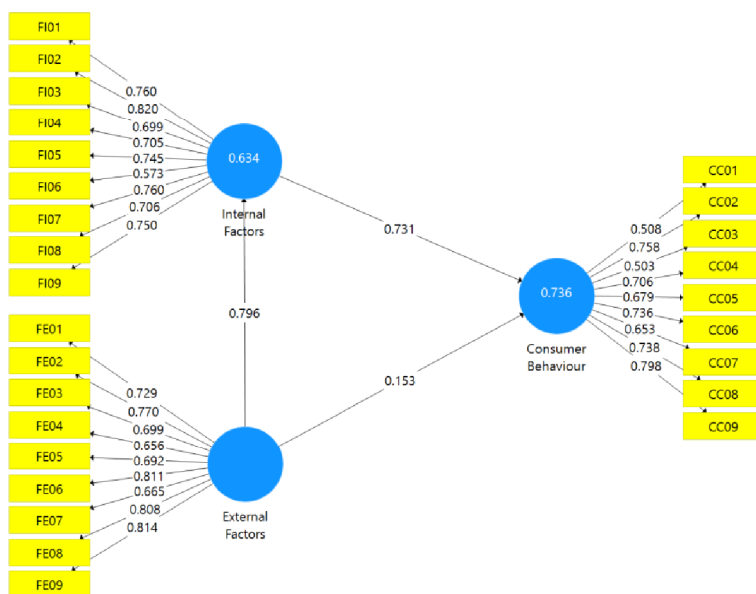
Source: Own elaboration in Smart PL

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 2 observes the results and correlations between each variable [internal factors vs. consumer behavior and external factors vs. consumer behavior] and how the theoretical model is confirmed, as well as the hypotheses.

V. DISCUSSION

The main results show that the proposed hypotheses have been validated: Internal happiness factors are an influential element in developing consumer behavioral 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 organizations" internal policies.

Similarly, external happiness factors are a determining factor in developing consumer behavioral motivation. In this case, this term motivates us to explore 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 behavioral motivation for sustainable behavior, and this view stems from the social complexity approach.

H_1. *A positive and statistically significant relationship exists between internal happiness factors and consumer behavior.*

In this factor, the results indicate that the influence of economic incentives to increase consumer behavior 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 behaviors and happiness (Bodhi et al., 2022; Quoidbach et al., 2019; Tang et al., 2022). Therefore, hypothesis 1 is confirmed.

H_2. *A positive and statistically significant relationship exists between external happiness factors and consumer behavior.*

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 behavior 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; Cloarec et al., 2022; Galiano-Coronil et al., 2021; Ravina-Ripoll et al., 2021a; Sahharon et al., 2019; Xu et al., 2022). 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 trig-

ger happiness. It focuses on technology consumers who also analyze personal views regarding the independent variables that explore the problem posed while assessing their perceptions and behaviors. It increases our knowledge about consumer behavior and happiness through triggers and constraints on their internal and external factors. The second uses statistical regression and PLS statistical analysis to confirm the theoretical models from collecting empirical data. These studies confirm the hypotheses and fulfill the research objective to complete the study and answer the research questions stated in this paper.

From a practical approach, it observes that the organizational dimensions are relevant to understanding consumer behavior from the happiness perspective. It is why applied research organizations can promote organizational policies that promote the development of activities to improve the perception of happiness so that the organization members increase their productivity. Educational institutions and research institutions would benefit from this dynamic.

VI. CONCLUSIONS

The individuals who are stakeholders of an organization are a fundamental part of the outcomes that can be achieved. From this perspective, stakeholder expectations are essential in determining whether the organization is affected in its productivity and competitiveness after assessing how the motivation of consumer behavior 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 characterized by their relationship to the expectations of others, not necessarily individuals.

Having done this and ratified through hypothesis testing that both the concept of internal and external happiness triggers influence the development of consumers" behavioral motivations and generates "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 behaviors 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 un-

satisfactory behaviors for business success. This paradox is under further analysis as it will invariably reflect organizational 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 organizational competitiveness in their companies (Ahumada-Tello, 2017), 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_1. There is a positive and statistically significant relationship between internal happiness factors and consumer behavior". 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 (Hitka et al., 2021; Lee & Clarke, 2019; Peña-Ayala & Villegas-Berumen, 2020; Suárez-Perales et al., 2021; Tarı Kasnako lu & Mercan, 2022).

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_2. *There is a positive and statistically significant relationship between external happiness factors and consumer behavior*". 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. (Abdu El Haq et al., 2021; Hu et al., 2023; Huo et al., 2023, 2024; Messeni Petruzzelli et al., 2024; Negm, 2023)

1. Practical implications

Research indicates that internal happiness factors are essential for technology consumer behaviors. In this case, consumers value their appreciation

and perception of the emotional and subjective aspects that provide consistent meaning to their satisfaction (Shdaifat et al., 2024). For this reason, organizations need to pay special attention to selecting, evaluating, and promoting leadership styles that have a balanced approach between organizational goals and those that promote the perception of individual achievement congruent with those pursued by the organization's constituents. Subsequently, companies must consider the actions that incentivize the accomplishment of external achievement and determine the perception of external happiness factors (Shankar & Tewari, 2021). Consequently, the company must consider its shared vision, including group and employee behaviors 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 fulfillment, increase their perception of happiness, and ultimately influence their consumption behaviors (Ahumada-Tello, 2017). An organization's human resource practices must also reflect the desire to recruit and hire candidates who demonstrate responsible leadership characteristics and standards (Sima et al., 2020). The leader's role is a substantial contextual factor in developing the company's vision. To develop the company vision, leaders contribute to conjunction with their behavior, which has analyzed the association of responsible leaders and digital consumer behavior analytically with the indirect pathway to a shared vision (Tang et al., 2022). In addition, there is a need to focus on creating an organizational culture based on a shared vision, as the shared vision of the organization is essential to stimulate the behaviors 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 organizations (Ahumada-Tello et al., 2022).

2. Limitations and Future Lines of 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 behaviorto 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 behavior with other types of pro-

ducts 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 behavior 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. Future research could explore the part of individual personality and value congruence in the association between internal and external factors with technology-based consumer behavior.

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