

CONSUMER HAPPINESS: ORIGIN AND DEVELOPMENT OF THE CONCEPT

FELICIDAD DEL CONSUMIDOR: ORIGEN Y DESARROLLO DEL CONCEPTO

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Summary

The pursuit of happiness is the most general explanation of human behavior. Over the years, attempts have been made to establish measurement approaches to facilitate its analysis. A first step is the need to understand people's well-being through the idea of "feeling better", which has led to the measurement of subjective and not only biological health. This paper aims to better understand the origins of the concept of consumer happiness, its approaches and the measurement scales. To this end, a methodology based on a review of the most recent literature has been applied, identifying the most relevant analyses of the concept. This research shows the growing use of the concept of consumer happiness, and the creation of various scales for measuring happiness. Based on these ideas, we propose the use a model that approximates the three constituent approaches of the holistic concept of happiness: an enjoyable, meaningful and committed life, which can facilitate its applicability in management environments.

Keywords: consumer happiness, well-being, quality of life, measurement scales, meaningful life, engaged life.

Resumen

La búsqueda de la felicidad es la explicación más general del comportamiento humano. A lo largo de los años se ha intentado establecer enfoques de medición que faciliten su análisis. Un primer paso es la necesidad de entender el bienestar de las personas a través de la idea de "sentirse mejor" que ha llevado a la medición de la salud subjetiva y no sólo biológica. Este artículo pretende comprender mejor los orígenes del concepto de felicidad del consumidor, sus enfoques y las escalas de medición. Para ello, se ha aplicado una metodología basada en la revisión de la literatura más reciente, identificando los análisis más relevantes del concepto. Esta investigación muestra el creciente uso del concepto de felicidad del consumidor y la creación de diversas escalas de medición de la felicidad. A partir de estas ideas, se propone la utilización de un modelo que aproxima los tres enfoques constituyentes del concepto holístico de felicidad: una vida agradable, significativa y comprometida, que puede facilitar su aplicabilidad en entornos de gestión.

Palabras clave: felicidad del consumidor, bienestar, calidad de vida, escalas de medición, vida significativa, vida comprometida.

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1. Introduction

The interest in understanding the keys to happiness and well-being has existed for decades. Being happy is a human aspiration that has always been with us. In general, all people are concerned with being happy. This impulse explains many of their decisions and actions.

First, some of the definitions of happiness that have been given can be stated. Veenhoven (2014) defines happiness as “the degree to which a person positively evaluates the overall quality of his or her own life as a whole. In other words, how much he or she likes the life he or she leads”. Another definition considers “an individual’s happiness over a period of time as the sum of momentary utilities over that period of time; that is, the time integral of momentary utility” (Kahneman and Krueger, 2006). In any case, these definitions use different perspectives according to which these authors consider happiness, which will be determined below.

One of the questions that have been raised in the context of this reflection is how to measure such an abstract and elusive concept as happiness correctly. Well-being has long been commonly used as a measure of happiness. A distinction is made between wellness and well-being within the concept of well-being. Wellness is well-being that describes a healthy lifestyle, free from the suffering caused by acute illness. It refers to a state of physical health, which gives people the capacity and energy to do what they want to do in life without chronic physical suffering. Although wellness takes on a different meaning at each stage of life, it relies primarily on eating habits, physical activity and quality sleep as factors that lead to positive health outcomes. Subsequently, mental health has been increasingly included as a positive element of well-being. It has given rise to the concept of well-being, which encompasses the broader holistic dimensions of a well-lived life. Thus, well-being includes whether people are happy with what they do every day, their friendships, where they live, or the energy they have.

Health has a range of indicators that quantify the biological dimension of well-being, such as cholesterol levels, blood pressure and other physical measures. However, these variables refer to physiological states. They do not give us information about how people feel at any given moment. It is, therefore, necessary to identify qualified metrics to measure people’s subjective states. In other words, how people feel at any given moment to quantify well-being.

The concept of wellness is used in healthcare, products such as nutritional supplements, medicines and food, among others. On the other hand, sensory and consumer researchers increasingly tend to contribute to the measure of wellness. In this way, services or products’ contributions to this measure can be specified (Meiselman, 2016). The measurement of subjective states contemplated in studies of sensory states has provided these researchers with appropriate training and models to be applied in the study of well-being. For example, the subjective experience of suffering from an illness allows the individual to understand the illness. It would lead to a concept of illness as the subjective experience of a sense of poverty or hardship. Well-being, in this context, is the opposite of illness; it is a positive subjective experience. The evolution of concepts of well-being and its link to happiness is reflected in the work of Erickson (2012), which refers to the denominated *Well-being Wheel*, a proposal that “portrays a balance between six dimensions of life and health - physical, social, environmental, emotional, spiritual and intellectual”. In this same current, the underlying factors of happiness are considered from two dimensions:

endogenous factors (related to the individual, such as biological, cognitive, personality or cultural aspects) and exogenous factors (behavioural, sociocultural, economic, geographic or aesthetic). Biological sub-factors have been significant predictors of happiness (Dfarhud Malmir and Khanahmadi, 2014). Alongside these factors, improved happiness can also increase morale and counteract burnout (Baruch et al., 2013). Thus, for many people, happiness consists of carrying out the practices of daily life in such a way that positive feelings control negative ones that are the normal consequences of monotony and daily problems (Olsson et al., 2013).

Harvard has been researching happiness since 1938 with conclusive results. According to Waldinger, director of the study, relationships are the natural source of happiness above fame and money. He further points out that there is a direct connection between relationships, happiness, and health. Indeed, the study shows that our relationships and how happy we are in them have a powerful influence on our health. The positive consequences are, for example, helping to delay mental decline, maintain memory capacity, manage stress, or get better sleep. Moreover, happiness would be a surer predictor of longevity than genetic predisposition.

However, the World Happiness Report uses a different approach to measuring countries' happiness. This study measures the happiness of countries based on different variables that have been slightly modified: GDP per capita, healthy life expectancy, absence of corruption, social support, freedom and generosity. Since its launch in 2012, the results of this study show that only four countries have ranked first: Finland in the last three years until 2020, Norway in 2017, Denmark in 2016, 2013 and 2012 and, finally, Switzerland in 2015. By 2020, the ranking establishes Finland, Denmark, Switzerland, Iceland, Norway, the Netherlands, Sweden, New Zealand, Austria and Luxembourg as the 10 happiest countries in the world.

2. Approach to the concept of happiness

Happiness is a central issue for any individual. People have always been interested in achieving this state. This interest has logically carried over to researchers. For a long time, scientific discussion of happiness seemed reserved mainly for philosophers, as other scientific disciplines rarely paid attention to it. At an early stage, the breadth of the concept, the variety of facets and perspectives that can be identified about it (Barrow 1980; Veenhoven, 1984). Philosophers have traditionally been interested, above all, in the ability to foresee happiness and to act to achieve it. To this end, they related happiness to personal characteristics and attributes and, later, to issues external to the individual through social and political aspects, such as justice, freedom or technological progress. At present, empirical research on happiness is mainly focused on physiology, sociology or social and personality psychology. Meanwhile, social sciences (including economic sciences) are focusing on welfare and psychology through subjective well-being (Mayring, 2004). Other scientific disciplines such as sociology, biology, economics or politics have also developed an interest in this topic, including marketing (Barbosa, 2017).

The beginning of the study of happiness, scientifically debated in marketing, is stated in consumer research as an emotional state. (Kroeber-Riel and Weinberg, 2003; Mowen 1993; Schuchert-Guler et al., 2001; Núñez-Barriopedro et al., 2021; Loranca et al. 2019). In the beginning of consumer happiness analysis, they point to emotions as essential components of consumer responses (Richins, 1997), they can affect evaluations, judgments and decisions (Bagozzi et al., 1999; Williams

2014). If consumers were perfectly rational beings, their consumption would be lower (Manzano-Arrondo, 2017). Emotions are presented both as causes and effects and as mediators and moderators of consumer behaviour and happiness is revealed as essential in such behaviour (Bagozzi, 1999). In this framework, consumer happiness seems relevant for marketers and marketing has sought to integrate this connection into its strategies (Barbosa, 2017). Logically, marketing has sought to integrate this connection into its strategies. However, it is necessary to investigate where specifically this interest lies. One answer to this question would be that marketing strategies that contribute to consumer happiness promote customer trust and commitment and, ultimately, company goodwill (Lee and Sirgy 2004). Therefore, influences of the study of happiness can be found in different aspects, such as in consumption (consumer satisfaction or experience), in the analysis of the consequences of making consumers happier and in the way of integrating happiness into marketing strategy and actions (recently in social marketing, sustainability and communication) (Ravina-Ripoll et al., 2021).

However, despite marketers' growing adoption of happiness, understanding the relationship between happiness and its influence on brand purchase and consumption is arguably limited. The same could be said about research based on the opposite relationship, i.e., how the experience of using or purchasing the brand enhances happiness (Mogilner et al., 2012). Therefore, it seems clear that further work is needed on the impact of episodic or momentary consumer happiness on its influence on consumption or consumer behaviour. All this may be especially important in the face of the growing emergence of key factors in the preferences of consumers and in their satisfaction variables such as sustainability or other social considerations (Muñoz-Valera. 2020).

2.1. Absolute versus relative happiness

The first debate on the pursuit of happiness is whether it should be based on absolute versus relative terms. The first variables used to measure happiness were wealth, income or consumption level and two points of view were put forward (Hsee et al., 2009). The first asserts that these variables in absolute terms are the main determinants of happiness (Veenhoven, 1991). The second argues that what really matters are relative levels compared to others (Blanchflower and Oswald, 2004; Easterlin, 1974). The relevance of this approach is based on the implications of the answer to whether improved levels of income and consumption lead to greater happiness in absolute terms or only when this improvement is made relative to those around us. To answer this question, two distinct types of consumption variables are established: those that are intrinsically assessable and those that are intrinsically non-assessable. The former refers to elements whose scale of desirability for human beings is innate and generally shared by individuals—for example, aspects such as ambient temperature, amount of sleep or level of fatigue. Inherently non-evaluative variables are those whose level of desirability depends on information obtained through external references, such as the reputation of an establishment or product attributes. The results show that happiness is absolute for inherently evaluative consumption and relative for inherently non-evaluative consumption (Hsee et al., 2009). These findings have substantial implications for marketing related to meaning and differentiation. If aspects such as reputation or brand are considered intrinsically non-evaluative, just consuming does not necessarily guarantee happier consumers. Therefore, consumers of products and services that are meaningful to them and that differentiate them from others can increase happiness. Thus, they should encourage a favourable comparison with their reference environment.

One of the first distinctions between models distinguishes between external and internal models. If the dependence of happiness is based on material aspects and consumption (objective and external conditions) we are talking about “external” happiness. In contrast, in “internal” happiness it is the internal subjective judgments that determine this state. In the case of consumer behaviour research, the rational and appropriate approach seems to come “from the inside”, from an internal happiness. It entails conceptualizing happiness as a subjective phenomenon based on internal states. The rationale for analysing happiness through an internal model is justified because, according to research on social indicators, people living under favourable objective conditions may feel unhappy (Schuchert-Guler et al., 2001). Happiness has vital emotional and cognitive components, so happiness is based on an interaction between activation and subjective interpretation (Kroeber-Riel and Weinberg, 2003; Stock et al., 1986).

3. Contributions to the study of consumer happiness

The present analysis is framed within the positive psychology, which has been using scientific means that support the research carried out for some time. Through the definitions given, it seems possible to build a knowledge that helps to improve the well-being of people. Positive psychology argues that, in a world where social concerns are increasingly insistent, the consumer experience should be the way in which brands contribute to happiness (Schmitt et al., 2015). It seems appropriate to state that the study of this variable raises new opportunities for connection with customers in the field of marketing and management for application at the professional level.

In the marketing literature, happiness is used interchangeably with subjective well-being (subjective and measurable), life satisfaction and usefulness (DelleFave et al., 2011; Easterlin, 2003; Mogilner et al., 2012; Nicolao, Irwin and Goodman, 2009). Happiness scores, compared to measures of psychological and physiological well-being, are highly correlated (Sutton and Davidson, 1997). This has led to these two terms being used interchangeably. However, when the concept is used in the consumer field, to avoid confusion, only the term happiness is used. The vast majority of research on happiness and consumption prefers this alternative (Bhattacharjee and Mogilner, 2014; Bettingen and Luedicke, 2009; Mogilner and Aaker, 2009; Schmitt, Brakus and Zarantonello, 2015).

In the marketing literature, four conceptualizations are proposed for capturing consumer well-being, including consumer satisfaction with (i) the actual acquisition of the product, (ii) the mere possession of the product, (iii) its use and enjoyment, and (iv) the product’s entire life cycle (Lee and Sirgy, 2004). The same study proposes the definition of subjective well-being based on the feelings of satisfaction or dissatisfaction experienced by the consumer. In both cases, the consumer’s well-being is shaped by the satisfaction he/she obtains. In recent decades, satisfaction has been an ever-present concept in service marketing literature. This establishes a basis for the incorporation of this new topic in this area, since the core of happiness is in satisfaction. Some authors suggest that satisfaction has been the main positive emotion considered in marketing because it was the first emotion studied in the post-purchase behaviour context. However, other positive emotions may be more relevant to purchase outcomes, such as excitement, fun, pleasure and, of course, happiness (Bagozzi et al. 1999).

An accepted view of happiness considers the existence of two components. The first is related to excitement, and the second is to feelings of calm and tranquillity (Mogilner et al., 2012). As is logical, older individuals are more focused on the present, which is linked to an orientation to the concept of happiness that is close to calmness. On the other hand, younger individuals are more future-oriented and thus focus on more excited happiness. This relationship of happiness to calmness or excitement influences the activities that make each individual happy. Therefore, by taking this temporal view of consumers into account, strategies for the resulting consumer segments can be better defined. These segments should be the result of using segmentation criteria based not only on demographic or psychographic factors but also on the aforementioned temporal approach. Different aspects of happiness and their possible application to scientific study have been identified but still little is understood about how consumers experience happiness (Mogilner et al., 2012)

4. Measures of consumer happiness

4.1. Genuine happiness

Despite the identification established between well-being and happiness, some authors (Veenhoven et al., 2021; Fu and Wang, 2020) point out differences between the two concepts. To this end, it is emphasized that well-being refers to the quality of life in general, considering issues such as material living conditions, employability or education. On the other hand, happiness is analyzed as a subjective evaluation of life, focusing on enjoying the standard of living achieved. Authentic happiness would refer to the set of subjective and global judgements that people make when they experience more positive emotions than negative ones (Cropanzano and Wright, 2001). Along the same lines, Sariçam (2015) proposes that happiness depends on two components that present the individual as a whole, the affective and the cognitive. First, the affective component is defined as the degree of pleasure the person experiences. Second, the cognitive component is the degree to which he satisfies his or her desires.

Most studies on consumption and happiness have not adequately conceptualized happiness and have failed to understand what really makes people happy. In addition, they do not analyze the different possible paths to happiness. (Bhattacharjee and Mogilner, 2014; Gilovich et al., 2015; Mogilner et al., 2012). Other authors also suggest the separation of the unitary concept of happiness. Instead, it is proposed that happiness be considered an outcome of the hedonic (happiness related to pleasure) and eudaimonic (meaningful goals and happiness related to fulfilment) pathways. Additionally, more research seems to be needed on how specific experiences may influence happiness through their different orientations (Schmitt et al., 2015).

4.2. Pleasant happiness

Seligman (2002) argues that there are three essential types of happiness: a pleasurable or hedonic life, an engaged life, and a meaningful life. The first type refers to the satisfaction and enjoyment of the senses, an ephemeral experience. The hedonic life, considered the sum of positive experiences and past, present, or future pleasures (Filep and Deery, 2010), is also identified by Frederickson (2001) as the set of emotions, love, enjoyment, interest and satisfaction experienced by the individual. Therefore, he considers that people enjoy a pleasant life when they are able to develop their strengths and virtues through activities, they are passionate

about. Along the same lines, a pleasant life is identified as a state filled with hedonic experiences (Brickman and Campbell 1971; Kahneman, 1999). Ryan and Deci (2001) consider that consumer happiness reflects the sum of hedonic moments.

The study of the hedonic view of happiness, motivational or psychological hedonism, proposes the pursuit of the good life by individuals through pleasure and avoidance of pain (Brülde, 2014). Therefore, it is currently useful and feasible to investigate this view based on hedonic psychology, focusing on what makes our life pleasant or unpleasant (Kahneman et al., 1999). Typically, studies on hedonic happiness analyze life satisfaction (Diener, 2000; Pavot and Diener, 2008) but the idea of pleasure is not exclusive to the ordinary meaning of bodily pleasure (Brülde, 2014). The consequence is the existence of a range of expressions where this hedonism is reflected that varies from focusing on bodily pleasure to a wider variety of appetites and self-interests (Ryan and Deci, 2001). These types of pleasures comprise many experiences such as sensations, emotions, and moods (Brülde, 2014). Specifically, pleasurable sensations range from the warm sensation felt when wearing a coat, through those including falling in love, hope or cheerfulness to pleasurable moods such as harmony or euphoria (Brülde, 2014). Furthermore, the possible expressions of pleasure are expanded to imply preferences and pleasures of the mind. Pleasures of the mind are explained as a set of emotions that occurs when expectations distributed over time are broken. This implies that excitement arises and the search for interpretations begins (Kubovy, 1999). In line with the conceptualization of the dichotomy pleasure and pain, psychological hedonism considers experiences as a hedonic continuum with two opposite anchors, e.g., good versus bad, liking versus disliking, or joy versus sadness (Vittersø, 2011).

4.3. The eudaimonic vision of happiness (life with meaning).

The development of a meaningful life occurs when people participate in activities that contribute to the common good or are able to develop transformative or memorable experiences. Feeling more connected to others enhances both happiness and meaning in life. (Duckworth et al., 2005). In positive psychology, achieving individual and social goals would result in a meaningful life. Therefore, this is another reason people can achieve happiness (Cuesta-Valiño et al., 2021). This approach refers to the tendency of individuals to invest in life experiences of their choice and then focus on them. To a great extent, human beings base their actions and interactions on a system of meanings (Baumeister, 2005). This principle underpins the eudaimonic view of happiness such that the key components are based on personal growth at the individual level, self-actualization, and commitment to socially shared goals and values (DelleFave et al., 2011). Intrinsic to the concept of happiness is people's quest to identify oneself and live with it (or true self) in order to achieve personal expressiveness. This feeling appears when individuals feel that they are doing their best to achieve their goals in line with their purpose in life (DelleFave et al., 2011; Linley et al., 2009; Steger et al., 2011; Waterman, 1993). Furthermore, Peterson and Seligman (2004) highlight the importance for happiness and selfhood of one's own values and virtues in contributing to the good life. In summary, the importance of meaning in happiness is based on identifying consumer values and, on the part of organizations, connecting with consumers within the framework of these virtues and values.

4.4. The fluid vision of happiness (life with engagement)

Engaged life would refer to feeling more secure and committed to the activity one is engaged in. That is, aspects related to one's own experience and not extrinsic

rewards. (Massimini and DelleFave, 2000). In the same vein, engaged living arises from the full use of personal capabilities to achieve challenges and relates to one's own immediate experience (Duckworth et al., 2005; Hom Cary, 2004). In this way, customers can feel engaged when their shopping and consumption experience includes active and passive situations (Schmitt, 2012). It allows for creating experiential platforms consisting of multiple customer touchpoints, such as live events and direct interactions, which would offer active experiences. On the other hand, the experience can be passive and received through traditional or digital media to foster engagement with the brand (Schmitt, 2012). Delving deeper into this approach, some authors explain the happiness resulting from a pleasant, good and satisfying experience as a positive psychological state (Jang et al., 2017).

The term flow is considered a component of eudaimonic well-being and it is associated with personal expressiveness. However, a deeper reflection on the idea of flow argues that it is composed of a double dimension, with hedonic and eudaimonic qualities (DelleFave and Bassi, 2014; Waterman, 1993). Some authors also argue that flow is a differential and even unconscious component of happiness that is not defined as emotional (Peterson et al., 2005). Hence, the flow would differ from hedonism because the relationship between happiness and flow would differ from hedonism and emotion (Csikszentmihalyi, 1999). It can be justified since, during the experience of flow, people's attention is monopolised by the action itself, with a temporary loss of the sense of self. Therefore, people are not necessarily happy when they experience a particular event. At the end of the experience, they reflect on it and thus achieve greater cheerfulness and happiness (Csikszentmihalyi, 1999). Therefore, it is concluded that feelings and emotions do not coexist with the flow state but occur after it.

Moreover, the experience of flow would be different from eudaimonia. The main reason is that, although the pursuit of meaningful happiness through activities may lead people to experience flow, not all activities that provoke flow are meaningful and connect people to higher values and virtues. Moreover, not all meaningful activities are considered to flow experiences (Peterson et al., 2005).

4.5. The three orientations model

There are approaches followed by numerous researchers who seek to understand happiness by applying a multidimensional approach (DelleFave 2014). Compton et al. (1996), in their research on mental health indicators, obtained results that indicate that hedonic and eudaimonic dimensions coexist and that a better understanding of well-being requires addressing both dimensions. In the same vein, Kashdan, Biswas-Diener and King (2008) emphasize how hedonics and eudaimonia operate together and propose to integrate them. It does not seem appropriate to establish boundaries separating the two concepts as it would also be difficult to understand such a limitation. With this same trend and based on the correlation and defined characteristics of these two concepts, several empirical studies advocate the dual perspective to analyze happiness (DelleFave et al., 2011; Gallagher et al. 2009; Huta and Ryan, 2010; Linley et al., 2009).

Seligman (2002) is one of the first authors to combine both approaches and decides to deepen and expand on them. In this way he suggests three dimensions in his *Theory of Authentic Happiness* in psychology. The three dimensions of happiness suggested are pleasure, meaning and engagement. Subsequently, other empirical research has demonstrated the compatibility of including the three conceptualized orientations in one model (Peterson et al., 2005). In addition, the results of more

recent empirical research show that meaning and engagement are better indicators of life satisfaction than pleasure (Fu and Wang, 2020).

However, it can be observed how recent research on consumer happiness has ignored the analysis of the different paths that can lead to happiness (Bhattacharjee and Mogilner, 2014; Gilovich et al., 2015; Mogilner et al., 2012). This situation creates a concept of happiness that is ambiguous and close to the concept of pleasure. Thus, Seligman's (2002) vision and the sphere of happiness, or the three orientations of happiness, subtend the conceptualization of happiness for the present approach. The selection of this approach is justified by its breadth and relevance to brand experiences and by the analyses ignored in the literature. The conduct of this project aims to validate the importance of pleasure, meaning and engagement in consumer research (see Table 1).

Table 1. Happiness measurement scale and its dimensions

Factors	Sources
Consumer happiness	
<i>"I am satisfied with my decision to purchase this product from the brand".</i>	Al Mandil (2016) Theodorakis et al. (2015) Theodorakis et al. (2019)
<i>"The purchase of this product from the brand is rewarding for me".</i>	
<i>"Buying this branded product contributes to my overall happiness in life".</i>	
<i>"Buying this brand improves the quality of my life".</i>	
Pleasant life	
<i>"I like the purchase of this product from the brand".</i>	Fu and Wang (2020)
<i>"I am excited to purchase this branded product".</i>	
<i>"The purchase of this branded product relieves my stress".</i>	
<i>"The purchase of this branded product helps me to forget my worries temporarily".</i>	
Engagedlife	
<i>"This fashion shopping gets me, and this brand hooked".</i>	Fu and Wang (2020)
<i>"Time passes quickly when I buy products from this brand".</i>	
<i>"This purchase makes me feel that my efforts at work or school are worthwhile".</i>	
Meaningful life	
<i>"Buying this brand's product makes me feel that I am a lucky person".</i>	Fu and Wang (2020)
<i>"Buying this brand makes me feel that I benefit other people".</i>	
<i>"Being able to buy this product from a brand makes me feel worth working hard".</i>	

Source: Cuesta-Valiño et al. (2021)

5. Discussion and conclusions

Happiness is a concept that has been and continues to be the subject of great attention from different disciplines. It is not in vain that the search for happiness is an element that guides human action to a large extent. However, there is no unanimity in its definition and attempts to define the concept shows how multifaceted and multidimensional it is.

It is therefore essential to delimit the different perspectives that make it up. Marketing has recognised happiness as a motivating element that generates consumer preferences and the possibility of using it, in one way or another, by many brands in their strategies and campaigns. Most of the approaches used in marketing focus on the hedonic dimension, which can be understood, depending on the type of good to be promoted, as much from the search for pleasure as from the avoidance of pain. This perspective is the one that has usually captured the interest in research on the relationship between happiness and consumer. However, other relevant dimensions of happiness, such as the meaningful or engaged life, have not received the same attention. The review conducted in this paper mainly highlights the tendency to deepen the understanding of the dimensions of happiness at the consumer level, using the three orientations model. From this framework, we could highlight the possibility of theoretical developments, within consumer behaviour, on the indicator systems to be used and their connection with the cognitive and emotional dimensions. Other discriminating factors or variables to incorporate in future studies would be the typologies of brands, consumers, situations, or market contexts. On the other hand, the growing importance that marketing strategies give to the social dimension of brands or sustainability could justify studies that connect these elements with the dimensions of the model of the three orientations presented here.

In terms of the managerial use of these studies, companies' opportunities for practical application lie in understanding the importance of going beyond the hedonistic approach. It can give their brands greater relevance and significance in connecting with consumers. To do so, organisations must understand the influence of other relevant dimensions of happiness, such as a meaningful life or a committed life. In any case, the lack of further empirical research on these dimensions could explain their absence in practice in company management. It is also noteworthy that aspects such as social responsibility or sustainability orientation could find a more solid place in the strategies followed by companies. It is necessary to establish links with the dimensions mentioned above (life with meaning and commitment). Another important element to consider is the role that advertising plays in training consumers, already from childhood, so that they acquire criteria that allow them to make consumption choices that really contribute to their happiness. (Jiménez-Marín et al., 2020). Therefore, it should be noted that the possibilities that the proposed approach offers in terms of its practical applicability in the design of marketing strategies and in the management of human capital in the organization (Ravina-Ripoll et al., 2021) are worthy of consideration.

Finally, it can be established that the analysis presented here can be considered an approach that advocates a broader approach to studying the relationship between happiness and consumer satisfaction generated by goods. To justify this proposal, critical studies have been used to build a solid frame of reference. However, due to the scope and dimension of the topic addressed, the description here of these studies has been carried out in a referential way, without the level of detail that would be used in other fewer generalist analyses than the present one. In any case, the

analysis carried out allows us to better understand how the concept of consumer happiness originates, the approaches derived from it, and the measurement scales developed for its analysis. To this end, a review of the most relevant bibliography has been carried out, which has made it possible to frame the research and results on the concept of happiness. The result is the confirmation of the growth of the study and use of the concept of consumer happiness in the business and academic world. To achieve the objective of measuring the concept, various scales are included, both unidimensional and multidimensional, which have been used and may be used in the future. The proposed scales use a model that approximates the three constituent approaches of the holistic concept of happiness: an enjoyable life, a meaningful life, and a committed life. The measurement provides insight into the different avenues of research that facilitate its applicability in marketing management areas.

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