Emergence of Consumer Happiness: A Bibliometric Study

Reena[1] and H. K. Dangi[2]

{ reenay096@commerce.du.ac.in[1], hkdangi@commerce.du.ac.in[2] }

Department of Commerce University of Delhi, Delhi, India[1,2]

Abstract. Consumer happiness is an essential topic of research for marketers since a cheerful customer is a pleased customer of a company, that produces considerable income for the firm as well as customer retention. The goal of this paper is to examine the consumer happiness as a marketing foundation and to assess the role of consumer happiness according to the ongoing research work, nations, authors, and publications in the field. For this purpose bibliometric analysis has been conducted using VOSviewer (version 1.6.16). The results show the analysis based on explored keywords, prominent authors, geographies, publishers in the area . Therefore, this paper presents an updated assessment of this rapidly expanding field, using a bibliometric method to highlight current advancements with the use of scientific maps.

Keywords: Consumer happiness, bibliometric analysis, co-occurrence, VOSviewer.

1 Introduction

For more than a decade, academicians from a variety of fields have been fascinated by the idea of happiness. Such rising attention in happiness seems to affect the market, and experts have also begun to investigate ways to develop companies that foster customers' happiness [12], [20]. The poor market has forced advertising to engage with customers on a quite basic step by offering happiness. Consumers who are pleased with a product or service are more likely to become loyal to the brand. Marketers have also attempted to create happiness through interactive marketing. Coca-Cola introduced the "Open Happiness" campaign, which celebrates life's basic joys and persuades consumers to take a little break from their day to connect with and share happiness with others. BMW produced a worldwide marketing campaign called "Stories of Joy" that features consumer-made videos that promote the joy of driving. Dunkin' Donuts advertised a breakfast sandwich as "the happiest sandwich on the planet" [21].

In today's market, consumer happiness is seen as the primary goal for marketers seeking a competitive edge. Consumer happiness or consumer well-being is characterized as a user's assessment of the degree to which the target brand/company contributes significantly to his or her standard of living [18]. Happiness depicts the situations in which consumers are delighted. Consumers who are happier are more likely to represent on their lives, concern about the betterment, and are less focused on monetary benefits [8]. Marketers would be able to keep consumers by inventing bliss. The repercussions will result in loyalty and recommendations, which will have a beneficial impact on the brands as well. Consistent good sensations of

satisfaction throughout brand consumption may help consumers create the persistent resources (physical, intellectual, and social resources) required to display continuous behavioral loyalty as a life-long undertaking in consumer behavior [11] . Consumer happiness too is affected by how they spend their time. Consumer satisfaction may be increased by varying activities, but too much diversity at any particular time might be detrimental [10]. Brands may generate sensory, emotional, mental, physical, and social events that influence the link between consumption and happiness. Materialists justify the particular consuming habits with a variety of reasons and reasons which vary depending on the context [3].

Individuals want to evaluate anything they believe adds to their happiness, and they'll be allowed to view any part of consumption as essential to their happiness. Cheerful consumers generally reflect on their lives, care about the greater good, and are less concentrated on monetary benefit than those who are unhappily distracted.

Consuming their favorite products or services, which are mixtures of their desired attributes, brings them happiness. Consumers may be able to boost their happiness-to-consumption ratio if they socialized and tried to seek perspectives rather than accumulating material goods [4]. Happiness has also been linked to both an empirical self-evaluation of one's condition and a subjective sense of well-being. Happiness is recognized as a consumer goal by optimistic strategists, and their study recognizes the importance that happiness plays in marketing situations. As a result, marketers have observed that by instilling happiness as a marketing plan, companies can establish value propositions for consumers that can achieve a company's objectives, such as highlighting the significance of the business idea; increasing sales; or creating substantial brands that make consumers less price-sensitive and in doing so produces a huge return. It is more probable that people will share items that are meant to make them happy than ones that are not [22].

2 Literature Review

Even though consumer happiness research in marketing is increasing rapidly, it has a limited view. Customer-specific marking techniques became more common in the early 1990s. [9] supported the existence of consumer happiness in marketing and stated that marketing appears to cause some instances of unfavorable choices and dissatisfaction with selections. However, various mitigating factors can impact the unfavorable effects. Consumer happiness is intended to reflect overall happiness in life, but only in the domain of purchasing. [27] offered the rationale that emotional norms affect durability bias (a robust prejudice with major consequences for consumer behavior) and show how putting conventional feelings norms visible influences consumers' expected emotional reactions to facts. [21] inspected that happiness is flexible, changing from moment to moment and across a lifetime. A person's happiness would be more closely linked with excitement if he or she is more hopeful about the future than with serenity when they are more relevant to the current moment. It's not just age that affects perceptual attention; cues and situational factors can also have an impact.
[2] indicated that the positive relationship between satisfaction and emotional commitment is moderated by happiness. To be more specific, the said connection is strengthened once happiness levels are higher, most likely since satisfied customers are far more assured in their thinking and evaluating decisions — along with contentment only with past encounters — to make their choices. [14] showed happiness based on customers' attributes which are taken into account when measuring the link between technical ability and consumer satisfaction in a multichannel environment. It helps through varied forms to the field of critical marketing

research and service transformation. [26] incorporated an analysis of blog posts by using a text mining approach to measure the variation in the happiness level of consumers. Furthermore, [25] shed light on consumers' satisfaction in impoverished and wealthy societies. Happiness increases with every level up the pyramid. Resources-rich civilizations always have a high level of such qualities, and are thus 'rolling here on a happy treadmill'. [1] stressed that the beneficial influence on ex-post happiness emphasized the significance of risk as a key driver of consumer well-being. [24] inspected that GDPppp per capita is the most significant and relevant element positively impacting happiness, according to the classical theory, which is widely accepted. [7] in their research examined that purpose and rejection of unfavorable remarks are ancestral of low-key online behavior, both of which have a good relation to that behavior. In unfavorablehe detrimental effect key online conduct behavior term happiness is influenced by perceived behavior and perceived mutual interpersonal interaction. [5] showed that in the link between liberation encounters and happiness, pleasant emotional stimulation plays a role. When it comes to consumer happiness, consumers might feel satisfied including both materialistic and experience consumption, as far as it activates important sensory aspects.

3 Research Objectives

The present study aims to provide new research findings to the burgeoning field of Consumer Happiness. The study's objectives include the following:

- To understand the concept of consumer happiness and its present status.
- To explore the major writings and perception of authors in the area of consumer happiness.

4 Research Methodology

An exploratory research design is used in the current study. Exploratory research's major goal is to examine a phenomenon in more depth. Being a novel idea, this area of study is still developing. A prior research viewpoint is used to better comprehend the notion of "Consumer Happiness." To achieve the study's aims, secondary data from marketing and consumer behavior journals, publications, and websites have been consulted.

VOSviewer software is used to do a bibliometric study to identify the key topics that have been covered in the literature. As a branch of the information and library science, bibliometric is associated with the statistical assessment of reference data [6]. To accomplish this, bibliometric approaches are used which allow analyzing the research area's major foundations and development. Bibliometric investigations are very common in marketing. It is for this reason that bibliometric analysis has been employed in this work for determining the most important studies or researchers involved, as well as their relationships.

4.1 Data Collection

Data on the papers considered for the analysis are collected using the Scopus database. Scopus, a well-known database that covers a wide spectrum of peer-reviewed papers, provides reliable bibliographic information [19]. Many search results with relevant keywords on consumer happiness were used to search the name, explanation, and phrases of the articles in the dataset.
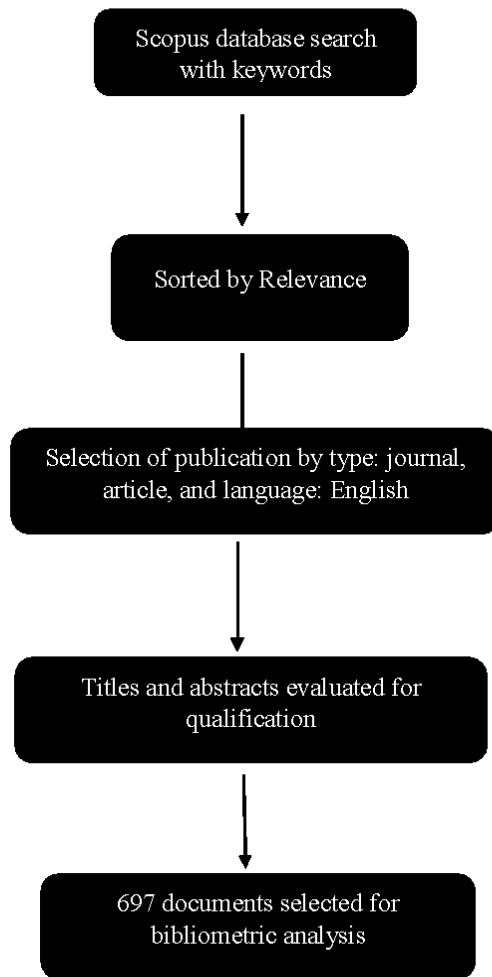
Fig. 1. A structured approach for collecting information.

The findings are filtered by relevancy to guarantee that all relevant document records could be considered for the study. The results are limited to English-language publications and journal papers. Their titles and abstracts have been evaluated, and 697 papers are selected as relevant. Both practical and theoretical publications on the use of consumer happiness in marketing are chosen, with a focus on research that employed consumer happiness as the primary construct.

5 Research Findings

To depict the growth of general literature and to study the evolution of field of study, the findings begin with the creation of a graph demonstrating the co-happening of terms generated by prominent papers in the field of study. A bibliographic coupling of countries and the most important journals is performed, followed by a search for core authors using co-citation analysis. Finally, the primary research documents are identified using a citation analysis.

5.1 Co-Occurrence of Keywords

To identify the key research themes, a co-word network map is created. It has been determined that co-occurrence would be the sort of analysis to be performed, the author's keywords would be analyzed as the unit of analysis, and a full count is used as the counting technique. It is impossible to put the entire list of keywords on a single chart because there are 1807 in total. A criterion of five occurrences has therefore been set, and 27 terms satisfied this level. The terms china and consumerism, as well as those with zero link strength, have been removed from the list. There were two normalizing methods used: association and occurrences.

Figure 2 displays the primary terms that have been utilized in the literature on customer satisfaction. Term closeness and line thickness indicate how often two phrases appear together as keywords, and the size of a node is defined by its keyword frequency.
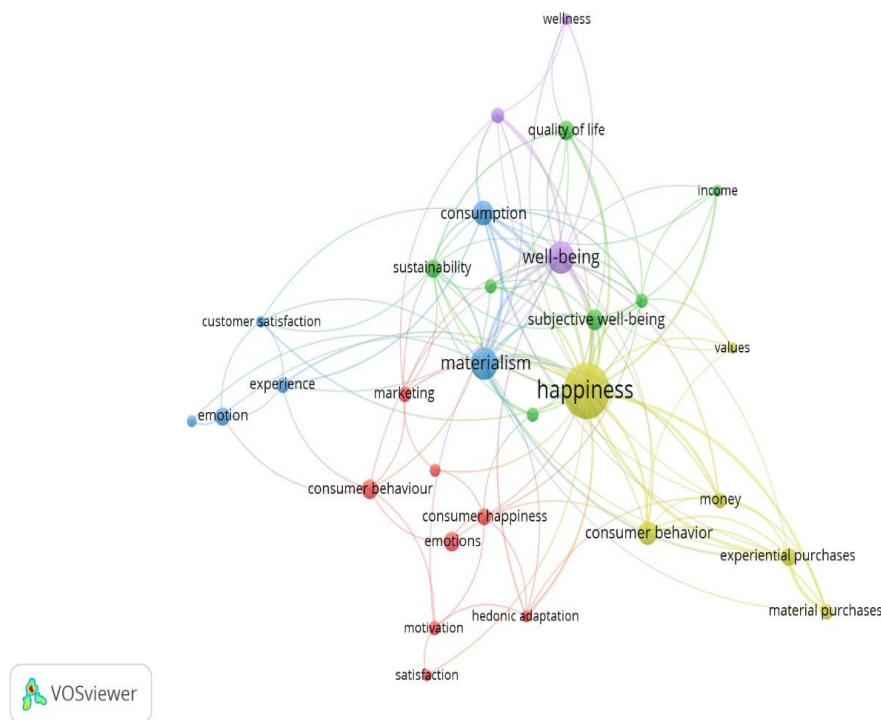

Fig. 2. Co-happening of Author's keywords.

As for the most popular keywords, such as "happiness", "well-being", "materialism" and "consumer behavior", have the biggest sizes. Labels that are tied to a larger label in the basic chart images are not displayed by VOSviewer, which prohibits some keyword names from appearing. To clarify the image and show the field's spatial organization, some frequently occurring terms were eliminated. Table 1 presents the 27 most common terms and the number of times a keyword with the ID as well as the overall connection strength of words to one another.

Table 1. Co-occurrence of Keywords

Id	Keyword	Occurrences	Total Link Strength
775	Happiness	106	101
1773	Well-being	37	56
1046	Materialism	35	52
356	Consumption	20	40
297	Consumer Behavior	18	16
1626	Subjective Well-being	15	18
1375	Quality of Life	13	12
612	Experiential Purchases	12	27
517	Emotion	11	5
1640	Sustainability	11	16
313	Consumer Happiness	10	6
1045	Material Purchases	9	20
600	Experience	8	7
1027	Marketing	8	7
347	Consumers	8	14
1109	Money	8	19
1118	Motivation	7	4
338	Consumer Well-being	7	6
1642	Sustainable Consumption	7	9
964	Life Satisfaction	7	15
321	consumer Perceptions	6	0
24	Advertising	6	3
1449	Satisfaction	5	2
33	Affect	5	3
1744	Values	5	6
410	Customer Satisfaction	5	7
874	Income	5	8

802	Hedonic Adaptation	5	9

As a result, using the co-occurrence keywords map, the most commonly used terms may be discovered to identify the major investigated themes in the research field, i.e. Consumer happiness.

5.2 Bibliographic Coupling

5.2.1 Bibliographic Coupling of Countries

The notion of bibliographic coupling referred to a single reference point as a unit of connection between two articles. In light of this unit, two gradations of connection requirements were established [13].

Here, Bibliographic coupling is used in this study to examine the amount of engagement of countries that publish in consumer happiness research. The type of evaluation used to construct this figure is bibliographic coupling, the measurement unit is nations, and the enumeration approach is full counting. The normalization technique has picked association and visualization weight as documents. Because there were 71 countries in total, it was not feasible enough to provide a clear picture of the full list on a single chart.

Fig. 3. Bibliographic coupling of countries.

The country proximity and line thickness show how frequently two nations are citing the document together, while the dimension of the branch is set by its document prevalence. Figure 3 depicts the bibliographic coupling of nations that publish in the consumer happiness research using a criterion of five minimum number of documents per country with a maximum of 25 countries per document and five as the minimum number of citations per country. 31 countries have met the threshold limit by establishing this criterion. The most productive country on the network map is "United States." "Australia" and "United Kingdom" also have major research positions.

Table 2. Bibliographic Coupling of Countries

Id	Country	Documents	Citations	Total Link Strength
68	United States	258	8664	26259
7	Canada	35	1687	5615
67	United Kingdom	72	1541	9358
40	Netherlands	27	881	3977
2	Australia	34	679	3208
18	Germany	21	474	4468
57	South Korea	27	394	4895
9	China	40	355	5043
26	Italy	17	344	3169
16	France	18	280	2830
20	Hong Kong	10	269	1769
58	Spain	27	266	4359
27	Japan	11	223	1340
41	New Zealand	13	185	2572
15	Finland	13	183	1533
61	Taiwan	21	182	2018
47	Portugal	12	167	3170
6	Brazil	17	146	1239
60	Switzerland	11	110	1538
53	Singapore	5	92	1304
25	Israel	7	74	1750

34	Malaysia	8	72	1337
43	Norway	6	72	288
59	Sweden	8	61	1079
62	Thailand	6	49	531
56	South Africa	6	46	1043
22	India	20	39	2146
46	Poland	5	29	367
23	Indonesia	8	25	448
64	Turkey	10	23	992
50	Russian Federation	5	14	643

Table 2 displays the 31 most bibliographically coupled nations, together with the number of documents and citations per country and the total connection strength of each country to one another. To do this, the map examines the country-level network connections of bibliographic coupled consumer happiness documents.

5.2.2 Bibliographic Coupling of Sources

This has been done to check the highly cited sources for publications in the consumer happiness research domain. Figure 4 depicts the number of papers based on the most frequently mentioned sources. For determining the threshold limit, the criteria of 5 documents and 8 citations per source, as well as full counting as the technique of counting, have been decided. The requirements were satisfied by a total of 18 sources out of 465. The weight of the visualization is considered as the document, and the technique of normalization was association strength.
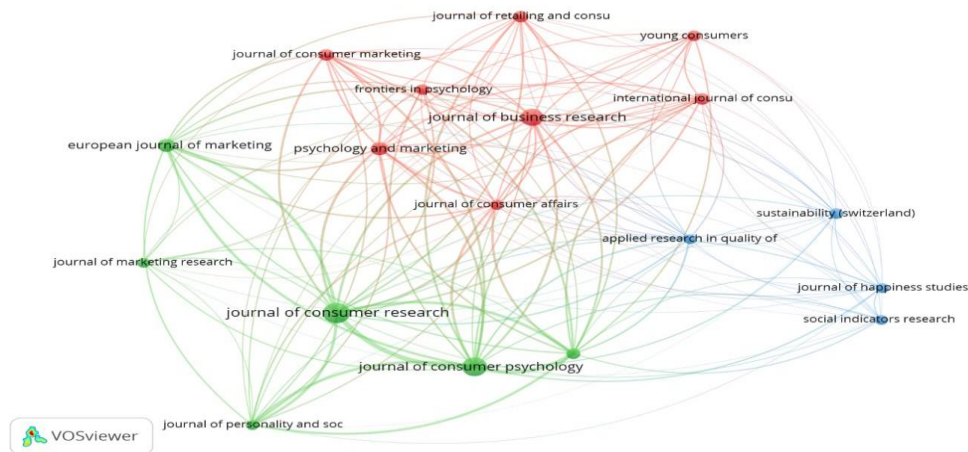

Fig. 4. Bibliographic coupling of sources.

The "Journal of Consumer Research" is the most often referenced source for consumer happiness research. The journals "Journal of Consumer Psychology" and "Journal of Business Research" also have a high number of referenced references in the studied field.

Table 3. Bibliographic Coupling of Sources Source	Documents	Citations	Total Link Strength
Applied research in quality of life	5	80	329
Consumption and well-being in the material world	6	55	1134
European journal of marketing	9	161	640
Frontiers in psychology	6	17	318
International journal of consumer studies	7	124	495
Journal of business research	14	297	654
Journal of consumer affairs	5	86	668
Journal of consumer marketing	7	170	563
Journal of consumer psychology	18	1063	1718
Journal of consumer research	21	1678	1490
Journal of happiness studies	5	92	161
Journal of marketing research	5	260	153
Journal of personality and social psychology	5	1380	668
Journal of retailing and consumer services	7	47	426
Psychology and marketing	9	268	660
Social indicators research	5	101	120
Sustainability (Switzerland)	6	24	154
Young consumers	6	42	293

Table 3 revealed the names of journals with the id and number of citations of each journal as well as the level of relationship among them. 21 documents related to consumer happiness have been published by "Journal of Consumer Research" and 18 articles by "Journal of Consumer Psychology". This is just done to show the unambiguous results of the bibliographic map.

5.3 Co-Citation of Authors

As element of the co-citation investigation, researchers keep note of publications that are referenced together in the source articles. A research cluster begins to emerge when multiple writers mention the same pair of publications. They seem to have a similar subject [23]. To visualize the academic knowledge in consumer happiness research, a co-citation network map is created. It is determined by taking the kind of analysis as co-citation, unit of analysis as cited authors and the full counting has chosen as the counting method. Due to a large number of co- referenced authors (over 37,000), a minimum number of citations was required to ensure clarity and readability. 40 citations were the criterion for obtaining the top 85 co-cited authors.

The association strength was used as a normalization approach, and citations were used as a visualization weight.
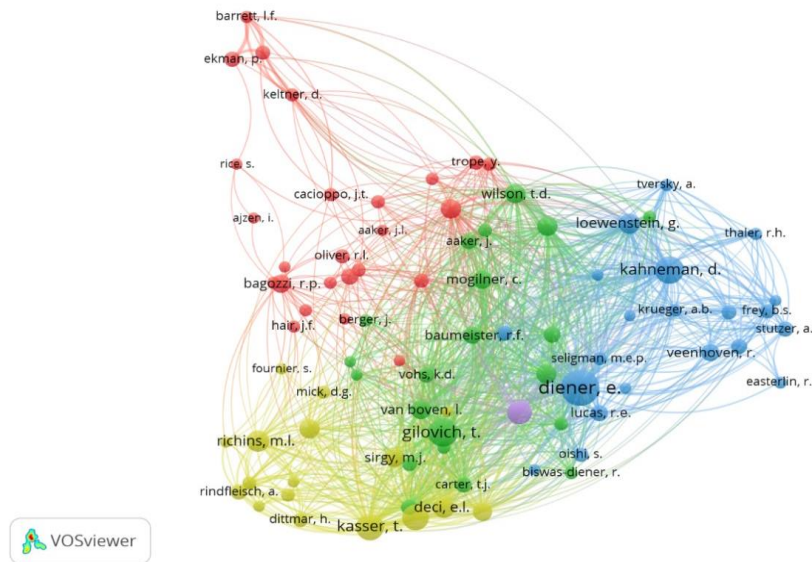

Fig. 5. Co-citations of Authors

The co-citation network diagram is shown in Fig. 5. When two authors are located close to each other, the width and strength of the cords connecting them show the degree of its co-citation relationship. They represent the 85 most essential co-cited writers in this field at present. Although these writers are not generally the most often referenced in terms of the total number of citations, they are heavily co-cited in the relevant texts and, as a result, constitute the basic literature. "Diener" is the most co-cited author on the map. "Glovich", "Kahneman", "Kasser", and "Ryan" also have a noteworthy role as the co-cited authors in the consumer happiness research area.

Table 4. Co-citations of Writers

Id	Author	Citations	Total Link Strength
8	aaker, j.	72	2613
9	aaker, j.l.	42	812
353	ahuvia, a.c.	45	1235
384	ajzen, i.	42	465
414	aknin, l.b.	60	2987
1093	argyle, m.	42	1041
1104	ariely, d.	56	2084
1549	babin, b.j.	48	1080
1610	bagozzi, r.p.	107	1827
2009	barrett, l.f.	51	1848
2196	baumeister, r.f.	94	3444
2436	belk, r.w.	123	3306
2648	berger, j.	51	1302
3051	biswas-diener, r.	47	1848
4399	burroughs, j.e.	62	2245
4541	cacioppo, j.t.	58	1212
4978	carter, t.j.	73	3103
6940	csikszentmihalyi, m.	79	2429
7454	dawson, s.	55	1466
7749	deci, e.l.	129	4549
8224	diener, e.	422	12962
8352	dittmar, h.	69	1920
8825	dunn, e.w.	118	5614
8993	easterlin, r.	48	728
8994	easterlin, r.a.	64	2139
9208	ekman, p.	77	1269
9373	emmons, r.a.	40	1371
10482	fornell, c.	46	726

10548	fournier, s.	45	901
10673	fredrickson, b.l.	66	2412
10739	frey, b.s.	66	2243
11630	gilbert, d.t.	127	6451
11691	gilovich, t.	262	9385
12047	goodman, j.k.	42	1717
13002	hair, j.f.	50	780
13654	hayes, a.f.	62	1291
14330	hirschman, e.c.	53	1079
14505	holbrook, m.b.	85	1541
14827	howell, r.t.	73	3019
14857	hsee, c.k.	49	2447
15469	irwin, j.r.	45	1790
15487	isen, a.m.	47	1090
16063	john, d.r.	41	1044
16485	kahneman, d.	233	9247
16819	kasser, t.	229	8180
17063	keltner, d.	58	1521
17368	kim, j.	45	635
18211	krueger, a.b.	49	1803
18302	kumar, a.	66	2436
18992	layard, r.	76	1557
19683	liberman, n.	54	1583
20128	loewenstein, g.	135	6183
20382	lucas, r.e.	92	3238
20590	lyubomirsky, s.	182	7364
22486	mick, d.g.	55	994
22866	mogilner, c.	104	3874
24379	norton, m.i.	88	4480
24703	oishi, s.	65	2104
24785	oliver, r.l.	68	1013

25003	oswald, a.j.	45	1814
26148	pham, m.t.	54	1242
26279	pieters, r.	43	641
27620	reis, h.t.	50	2188
27792	rice, s.	45	261
27842	richins, m.l.	145	3722
27933	rindfleisch, a.	76	2560
28048	roberts, j.a.	44	1062
28799	russell, j.a.	65	1699
28856	ryan, r.m.	202	7653
28871	ryff, c.d.	43	1136
29634	schkade, d.	45	1891
29953	schwarz, n.	123	4108
30158	seligman, m.e.p.	57	2244
30516	sheldon, k.m.	115	4980
31079	sirgy, m.j.	116	2274
31256	smith, a.	40	805
32330	stutzer, a.	72	2298
33105	thaler, r.h.	48	2072
33699	trope, y.	70	1731
33925	tversky, a.	52	2459
34209	van boven, l.	118	4574
34572	veenhoven, r.	98	2114
34878	vohs, k.d.	75	2814
35379	watson, d.	40	931
36127	wilson, t.d.	124	6384

Table 4. lists the total figure of citations with the author's id as well as the degree of relationship between them. In a conclusion, a co-citation graph identifies the conceptual roots of consumer happiness research.

5.4 Citation of Documents

The study of the number, patterns, and graphs of citations in texts is known as citation analysis. It employs the directed graph of citations to show connections from one document to another to represent document characteristics. Identifying the most essential papers in a collection is a common goal of this.
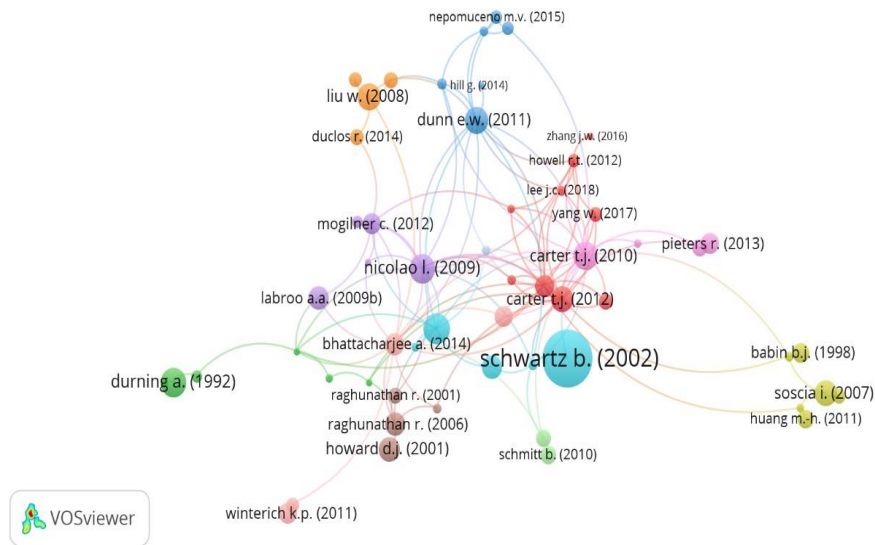

Fig. 6. Citations of documents.

In the current work, a citation of documents map is built to analyze the link between papers. Figure 6 shows the most frequently mentioned papers in the field of consumer happiness. The kind of analysis is used as a citation, and documents are used as the unit of analysis. Because the total of 697 papers was insufficient to produce unambiguous results on the map, criteria of a minimum of 15 citations were established. It offered 195 connections, however owing to low link strength, many papers were lost. As a result, the largest group of linked items was 56 papers that met the threshold limit. The visualization weight was citation, and the normalization criterion was the association.

Table 5. Citation of Documents

Id	Document	Citations	Total Link Strength
3	de keyser a. (2014)	39	2
7	jang w.e. (2018)	17	3
10	thomas r. (2013)	15	2

11	hwang k. (2018)	21	3
18	sääksjärvi m. (2013)	22	5
27	nicolao l. (2009)	24	15
32	duan j. (2017)	20	4
34	hsee c.k. (2009)	223	4
50	schmitt b. (2015)	17	3
56	bastos w. (2017)	78	3
66	berezan o. (2018)	43	3
68	mogilner c. (2012)	120	8
79	krishna a. (2011)	29	1
102	wood s.l. (2007)	27	2
109	carlisle s. (2007)	20	1
115	schwartz b. (2002)	25	2
120	ares g. (2014)	112	2
122	duncan g. (2007)	67	1
141	bhattacharjee a. (2014)	31	16
158	ares g. (2015)	56	2
168	durning a. (1992)	15	2
170	hsee c.k. (2006)	41	2
176	raghunathan r. (2001)	20	2
188	lee j.c. (2018)	52	5
192	carter t.j. (2013)	24	7
211	dunn e.w. (2015)	18	6
216	alba j.w. (2013)	25	9
218	hill g. (2014)	861	1
225	schmitt b. (2010)	47	1
228	burroughs j.e. (2013)	19	5
235	caprariello p.a. (2013)	18	16
237	yang w. (2017)	41	4
238	chancellor j. (2011)	68	3
254	hsieh j.-k. (2018)	25	7

257	lee m.s.w. (2016)	123	3
260	dunn e.w. (2011)	22	14
274	demirbilek o. (2003)	16	1
280	kumar a. (2014)	116	3
300	soscia i. (2007)	20	3
302	labroo a.a. (2009a)	66	2
312	aaker j.l. (2011)	26	2
313	liu w. (2008)	51	5
326	zhang j.w. (2016)	27	1
327	howell r.t. (2012)	233	8
340	labroo a.a. (2009b)	137	3
363	raghunathan r. (2006)	24	6
384	mcmahon a.-t. (2010)	67	3
404	babin b.j. (1998)	28	1
413	nepomuceno m.v. (2017)	28	4
427	carter t.j. (2010)	25	20
450	pieters r. (2013)	26	1
452	zhong j.y. (2010)	28	2
457	apaolaza v. (2018)	26	2
474	huang m.-h. (2011)	47	1
478	cooper b. (2001)	100	1
500	duclos r. (2014)	48	2
501	winterich k.p. (2011)	21	1
528	nepomuceno m.v. (2015)	17	3
533	perera c. (2018)	49	1
536	nawijn j. (2019)	27	4
556	carter t.j. (2012)	42	15
578	howard d.j. (2001)	245	1
589	etzioni a. (2011)	17	1
630	gelbrich k. (2011)	95	1
660	lottridge d. (2011)	120	1

Table 5 depicts the cited documents with the author's id, number of citations per document, and the degree of connection among them. "Maximising vs Satisficing: Happiness is a matter of choice (Schwartz et al., 2002)" is the highly cited document in the list. The next following highly-cited documents in the list are, "Pleasure principle: A review of research on hedonic consumption (Alba & Williams, 2013)" and "The relative relativity of material and experiential purchases (Carter & Gilovich, 2010)".

6 Conclusion

Nowadays consumers buy happiness, not products. Marketers must focus on a diverse network of high-quality products, a cost-benefit match between customers and suppliers, and a long-term connection with them to thrive at developing this strong consumer happiness approach. As a result, consumer happiness has emerged as the most appealing new opportunity for firms. It is desired that consumer happiness reflect happiness in life.

Several consumer behaviour specialists believe both greater expenditure and earnings are strongly related to feelings of overall happiness. It has been found in the research that customer happiness plays a significant role in the purchase decision-making process. In the present study, data has been gathered from the Scopus index and by using a systematic process, a total of 697 relevant documents were picked. VOSviewer (1.6.16 version) software is utilised to perform bibliometric analysis on consumer happiness articles. According to the bibliometric study of co-occurrence of keywords, the far more researched word in academia is "Happiness," observed by "Materialism" and "Well-being. Using bibliographic coupling, it is discovered that literature generated in the "United States" are frequently cited by further nations across the world, and the "Journal of Consumer Research" has been found as the most published source on consumer happiness research. The author co-citation report reveals that "diener" is the highest co-cited writer, second by "glovich" and "kahneman," suggesting that they are the leading contributors in the subject of consumer happiness inquiry. Moreover, paper citation analysis revealed that the greatest quantity of articles on consumer happiness is highly cited by diverse writers all over the world. Happiness is very subjective and different; nearly every customer can affect the demand for products and services marketing to receive the best value for money and to purchase happiness. From an conceptual standpoint, the research is crucial since it adds to the small body of information on consumer happiness.

6.1 limitations and scope for future research

This study has few shortcomings that indicate that further investigation is required. Such charts as well as timeframes could have been corrupted through authors inserting arbitrary terms into their writings which were not sufficiently depict actual content. Because the research depended upon Scopus database only, several papers that have been classified in WoS (Web of Science) however not in Scopus could have been overlooked. Due to the limits of VOSviewer, it is not viable to merge two collections for such experiment. The future researchers will be capable of investigating numerous datasets using improved sophisticated methodologies and instruments. Furthermore, the similarities among the two collections are significant [17], and additional study must incorporate a bibliometric analysis of both records. The results of this investigation will have a significant effect on concept and areas for further research. Because the author's rigorous study of extensive theoretical papers might not be a comprehensive file, numerous

studies may be omitted. A new researcher or individual can quickly gain an overview of the fundamental publications and also how the challenging issues have developed. Co-citation connection charts, co-word connection layouts, and bibliographic coupling map data evolve over time. As a result, more studies are necessary to chronicle the changes in the theoretical foundation and significant study topics of this study field throughout period.

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