

Women's happiness and brand content marketing

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Content
marketing and
women's
happiness

Abstract

Purpose – This study analyzes the effect of content marketing on women's happiness through eudaimonia and hedonism factors and the final result on desires and actions taken.

Design/methodology/approach – A total of 227 valid questionnaires were collected from women respondents. The data analysis used partial least squares structural equation modeling (PLS-SEM) to clarify the relationships in the proposed model.

Findings – Content marketing turns out to be a crucial factor affecting both eudaimonia and hedonism. Moreover, while eudaimonia plays a particular role in women's behavior, hedonism works likewise on desires.

Practical implications – A crucial decision before developing content marketing is to consider if the final result is to produce desirability or feasibility in consumers. Content marketing addressing eudaimonia will impact feasibility; while the content aims to create desirability, the hedonic aspect of happiness should be emphasized.

Originality/value – Though content marketing and the effect of content marketing on brands' performance and consumer decision processes has been deeply analyzed in the literature, there is a lack of research into the effect of such content on consumers' well-being. Another contribution of this study is the focus on local brands and on women's eudaimonia and hedonism.

Keywords Women's happiness, Local brands, Content marketing, Eudaimonia, Hedonism

Paper type Research paper

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Introduction

Nowadays consumers spend more than 7 h per day interacting with brand content, which means twice the time spent since the start of the coronavirus disease 2019 (COVID-19) pandemic (DoubleVerify, 2020; Koetsier, 2020). This online-based consumption relies specially on social media (Zhao *et al.*, 2022), using a quarter of leisure time on mobile phones (Koetsier, 2020). In fact, regarding leisure time spent by women, a study conducted by Tel *et al.* (2022) showed that the rate of using social media among women is higher than that among men. Moreover, it has been proved that women spend more time searching for information and comparing brands than men (Cyr and Head, 2013).

Digital content marketing has been defined as all content generated by a brand that generates profitability and facilitates the brand's perceived value, relevance and consumer engagement (Hollebeek and Macky, 2019). Content distributed across different platforms is important to consumers, because they use it as part of the information search process for comparing products and building relationships with vendors (Lopes and Casais, 2022; Zhao *et al.*, 2022). Digitalization and greater access to online information by users and buyers have facilitated and simplified the information search process, allowing comparison and the development of confidence leading to consumers' purchase decisions (Goh *et al.*, 2013; Scholz *et al.*, 2018; Song *et al.*, 2019; Terho *et al.*, 2022).

This online content, in addition to influencing consumer behavior, has other types of effects on people's lives (Hollebeek and Macky, 2019). Ni and Ishii (2019) found that shopping makes it possible to strengthen interpersonal relationships, enhancing happiness (as a long-term remembered emotion). Indeed, these authors call for further research to explore the impact of shopping on subjective well-being.



Numerous studies reveal associations between the lifestyle and well-being of consumers from the marketing point of view (Pannhorst and Dost, 2022; Sirgy, 2021). Some authors confirm that users reach happiness when they carry out activities linked to their personality, way of being and lifestyle, thus achieving the two aspects of well-being: pleasure and meaning in life (Little, 2014).

Content marketing (CM) offers brands the opportunity to participate in communications aimed at supporting consumers' lifestyles. Proper content must be produced, with an improvement of knowledge about the brand, emotional attachment, or behavioral response in the selected target. Furthermore, this emotional experience may impact customers' happiness and behavioral goals (Zou *et al.*, 2021). For instance, Lin and Utz (2015) evaluated the positive (happy) and negative (envious) emotional states when people browse through Facebook messages.

Though brands invest heavily in CM within digital communication channels, there is limited understanding of the effectiveness of this content on consumer happiness (Bowden and Mirzaei, 2020). With the present study, we contribute to the literature on happiness and CM, providing a holistic approach on how brand content provided online can influence well-being through eudaimonia and hedonism.

Moreover, with the proposed model, through the analysis of the effect of eudaimonia and hedonism on feasibility and desirability, it is possible to address the suitable content to get the expected results, with important implications for marketing strategy literature and practice (Lee and Park, 2022). A third contribution is the instrument developed in this research to measure eudaimonia and hedonism in a domain requiring special attention: local brands and their impact on consumers' emotional well-being.

This research, therefore, aims to answer the following research questions:

RQ1. Does CM influence women's happiness?

RQ1.1. Does CM influence women's happiness through eudaimonia?

RQ1.2. Does CM influence women happiness through hedonism?

RQ2. Is there an effect of eudaimonia on feasibility?

RQ3. Is there an effect of hedonism on desirability?

This paper is structured as follows. Section 2 discusses the theoretical underpinning, gives a key review of the literature, operationalizes the constructs along with their contextual references, grounds the hypotheses and proposes a theoretical framework. After that, section 3 elaborates on research design and nuances of data collection and preliminary results for data validation. Section 4 presents the results of the study. Section 5 presents a discussion of the results followed by justifications and reasoning and also summarizes the conclusions of this study. Finally, section 6 describes the theoretical and managerial implications, with limitations and future research.

Theoretical background

Content marketing

CM has become a keystone of companies' marketing strategies, as firms attract consumers' attention through content they are willing to engage with (Taiminen and Ranaweera, 2019). In fact, brand engagement goes beyond the scope of relationship marketing, being considered as a brand strategy (Gambetti *et al.*, 2015). Specially, consumers search for signs and symbols in brand communities through social media and join those communities to understand who they really want to be and how they want to be identified by others (Ahmed *et al.*, 2018).

Indeed, brands connect with consumers through their personalities, aligning the brands with human personality attributes (Keller, 1993). Brands strongly compete to attract consumers with access to a huge amount of information through different channels and who are attracted toward brands that show their individuality (Attor *et al.*, 2022). In the case of local brands, the reflection of consumers' identity is even more significant, with CM being crucial to express local brands' personality and individuality (Halkias *et al.*, 2016). CM contributes not only to increasing brand awareness (and because of this, the likelihood of the consumer preferring the brand), but also to showing this individuality. As a matter of fact, Schembri *et al.* (2010) indicate that consumers find it aspirational to identify with brand signs and symbols and such aspirational motivation leads to well-being (Al-okaily *et al.*, 2022). In the specific case of women, they do not like standardized brands and look instead for tailored brands to show their individuality (Ei, 2020).

Though there have been some attempts to study how sustainable consumption is associated with higher levels of eudaimonia and social well-being (Herziger *et al.*, 2020), so far, there are not many studies that consider sustainability, proximity and local consumption as causes of well-being.

So far, existing literature in CM mainly to the rational consumer-focused objectives of enhancing consumer problem-solving and learning, specially through using brands' information (Hollebeek and Macky, 2019; Järvinen and Taiminen, 2016; Taiminen and Ranaweera, 2019). On the one hand, from the cognitive approach, the quality of CM information directly influences consumers' perceptions and attitudes toward the brand (Trivedi, 2022). On the other hand, considering the emotional side of brand interactions, CM strongly triggers frequent contact between firms and consumers (Hollebeek and Macky, 2019). Online content has the ability to engage consumers with brands, given the emotional, symbolic and unique connections between them (Noguti, 2016; van der Westhuizen, 2018). Hence, without cognitive-emotional brand-generated content, consumers are unable to perceive valuable relationships with firms (Hollebeek and Macky, 2019). Following Hollebeek and Macky (2019), this content is characterized by the various brand-related cognitive, emotional and behavioral responses induced by the specific brand interactions.

These valuable relationships end up in personalized consumers' experiences, which lead to great levels of involvement and engagement. Brand engagement exists when consumers connect with brands in a meaningful way (Correia Loureiro *et al.*, 2020; Keller, 2013) and how people talk about meaningful experiences in their lives is related to their psychological well-being (Marshall and Reese, 2022).

Well-being

People's belonging and interactivity in social media are core elements of well-being (Berezan *et al.*, 2020). So far, well-being has been identified as an intangible, philosophical and multifaceted phenomenon has been proved to be difficult to measure (Rahmani *et al.*, 2018). For this reason, there is no general agreement either on the definition or the measurement of well-being (Huta, 2020; Ryff *et al.*, 2021). Moreover, quality of life, life satisfaction, happiness, subjective well-being and eudaimonic and hedonic well-being are often used interchangeably in different sectors, such as tourism (Su *et al.*, 2022), business (Pathak and Muralidharan, 2021; Ravina-Ripoll *et al.*, 2019), food (Bataat *et al.*, 2019), sports (Kim *et al.*, 2017; Núñez-Barriopedro *et al.*, 2021) and marketing (Cuesta-Valiño *et al.*, 2022; Li and Han, 2021; Maggioni *et al.*, 2019).

Specifically, subjective well-being consists of three components: evaluative, hedonic and eudaimonic well-being (Li and Zhou, 2021; Stone and Mackie, 2013), but researchers mainly consider two main concepts of well-being: eudaimonic and hedonic (Dodge *et al.*, 2012; Huta and Ryan, 2010).

Eudaimonic well-being is related to a sense of purpose, meaning in life, human development, personal goals, virtue and the degree to which a person is fully functioning (Huta, 2020); hedonic well-being is linked with the affective aspect and is generally measured through happiness and emotion. Hedonic well-being is the momentary pleasure achieved through short-term satisfaction and subjective needs (del Bosque and San Martín, 2008). Indeed, hedonic shopping value reflects the value received from the multisensory, fantasy and emotive aspects of the shopping experience (Jones *et al.*, 2006). Therefore, hedonic well-being addresses feeling good, while eudaimonic well-being focuses on functioning well (Ryan and Huta, 2009).

Our conceptualization of well-being is related to people's physical, social and mental conditions, the fulfillment of their basic needs and capabilities and the opportunities and resources they have access to (Herziger *et al.*, 2020). This perspective aligns with the Sustainable Livelihoods Approach, which is rooted in the eudaimonic perspective on well-being, emphasizing meaning and self-realization, rather than focusing on an individual's economic condition (Chambers and Conway, 1991).

Eudaimonic well-being is based on the view that happiness arises from the fulfillment of meaningful objectives (Schmitt *et al.*, 2015; Sharma *et al.*, 2017; Williams *et al.*, 2022). Given the fact that brands provide meaningful interactions and aspirational goals through engagement (Al-okaily *et al.*, 2022), the following hypothesis is presented:

H1. Local brands' CM positively and directly influences women's eudaimonic well-being.

The hedonic aspect of well-being is founded on the concept of sensory pleasure and happiness (Diener, 1984; Schmitt *et al.*, 2015). Individuals participate in a task when they find enjoyment and interest in it (Sharma *et al.*, 2017). As Sharma *et al.*'s (2017) study shows, if individuals have a positive experience with the CM provided by brands, it brings a sense of happiness and pleasure, which is vital for the hedonic aspect of well-being.

In addition to content generation, another activity that contributes to individuals' well-being is going shopping. People consume CM and go shopping not only with an utilitarian goal, but also with a hedonic aim of reliability, fun, novelty, surprising, excitement and pleasure (Ekici *et al.*, 2018; Nghia *et al.*, 2022). Furthermore, in a study carried out by Trivedi (2022), he showed that CM influences purchase experience and can motivate customers to develop a strong relationship with the brand. For instance, consumers join brand communities because they want to identify with the reputation of those particular brands to fulfill their social needs (Ahmed *et al.*, 2018). In addition, entertainment and enjoyment were found to be the most significant reasons for people's favorable attitudes toward brand CM (Trivedi, 2022). Giving the hedonic value of CM consumption, the following hypothesis is presented:

H2. Local brands' CM positively and directly influences women's hedonic well-being.

Feasibility and desirability

Feasibility refers to the process of reaching an end state (Lieberman and Trop, 1998) in our case, in the Stimulus, Organism, Response (SOR) process developed by the brand CM. Following the SOR model (Mehrabian and Russell, 1974), CM stimuli evoke a shift in the consumer's organism (well-being, for our research), resulting in a consumer's specific response (feasibility).

Among these stimuli, the use of images (stimulus) benefit brand content, motivating consumers to search for more information and purchase the product (Chrysochou and Grunert, 2014). These images can embrace aspirational goals for consumers.

At the same time, personal goals and values can be a reflection of a brand community's values (Dutton *et al.*, 1994) using those communities as a source to root their personal aims in life. On the other hand, through the sense of belonging, members cocreate and contribute to achieve the goals of the community (Xu and Li, 2015).

Moreover, it has been proved how the individuals' shopping experience creates shoppers' well-being that reflects the emotional state of their life satisfaction. With this, the focus shifts from the shopping experience itself to the consumers' perceived quality of life (El Hedhli *et al.*, 2013).

The practice of uncovering may also take a more active form to include proactive searching, evaluation, selection and assimilation of brand-related content. These activities frequently address personal goals such as "education" or "self-growth". Studies reveal that participants feel enriched by the content they find, curate and develop themselves on social media (Morgan-Thomas *et al.*, 2020). As people are inspired by CM to achieve their aspirational goals, the following hypothesis is presented:

H3. Eudaimonic well-being positively and directly influences feasibility.

Feasibility reflects the subordinate "how" aspects of an action, whereas desirability reflects the superordinate "why" aspects of an action (Lieberman and Trop, 1998). In this research, desirability is the superordinate level of the response to CM through well-being (organism response), while feasibility is the end of the process (action).

Desire is the force that leads to the satisfaction of a need felt by the consumers. Desires are multiple, changing and continually influenced by brands' CM. Concretely, the effect of CM on the emotional state of consumers represents a key factor to take into account, given the peculiarities and the exponential result of such emotions. In this way, the emotional state of consumers includes, among other characteristics: confidence, optimism and predisposition toward greater socialization, as well as higher energy levels (Lyubomirsky *et al.*, 2005).

The commitment to social relationships (Cryder *et al.*, 2008) and the desire to integrate into a community of happy people are notable. This is why consumers in such a state of happiness maintain stronger social networks in which they support and trust each other (Lyubomirsky *et al.*, 2005).

Consumption has also been linked to happiness (Güven, 2012). Carver (2003) also emphasizes this relationship, indicating how people in emotional states of happiness express a desire for novelty. For their part, neurological and psychological studies have shown how happiness in particular and emotions in general, exert a significant influence on decision-making (Güven, 2012), as well as on the desire to experience rewarding situations.

Thus, positively valenced emotions lead consumers to feel (and, as a basis for this feeling, to think) and act differently in the face of circumstances that they consider desirable (Lyubomirsky *et al.*, 2005). The basis for this is found in their belief that life is going well and that their resources are sufficient (Zhong and Mitchell, 2012). With this, the following hypothesis is presented:

H4. Hedonic well-being positively and directly influences desirability.

The literature on content marketing is still scarce (Müller and Christandl, 2019). Online content generated by brands can directly influence call to action, that is feasibility (Rizvanović *et al.*, 2023), engaging users with brands and encouraging them to interact towards websites (Holliman and Rowley, 2014).

Content marketing may particularly affect attitudes (Malthouse *et al.*, 2013) and behavior (Müller and Christandl, 2019). A positive relationship is generally observed between attitudes and purchasing behavior (being the "like" a reflection of a favorable attitude, which may further indicate a positive purchase intention (Cheng *et al.*, 2021).

Multiple authors have previously postulated that content marketing has a positive influence on desires (Bray *et al.*, 2021; Chen and Xu, 2022; Mammadli, 2021). However, yet no consensus has been reached because other researchers have not supported this relationship (Sharma *et al.*, 2022). In response to the above results, the following hypotheses are postulated:

H5. Content marketing has a direct positive influence on feasibility.

H6. Content marketing has a direct positive influence on desirability.

Figure 1 presents the research framework of this study.

Method

In order to test the hypotheses, the quantitative method was followed through online surveys using a structured questionnaire whose duration was an average of four minutes. This questionnaire was previously tested. The surveys were distributed through social networks and emails mainly sent through official organizations representing local stores among the sample under study.

Said questionnaire includes the measurement of the variables content marketing, eudaimonia, hedonism, feasibility and desirability. The methodology used is described below.

Instrument development

The existing instruments to measure eudaimonia and hedonism do not fit in the local brand domain. This itself defines a contribution of this study, apart from enlarging the scope of research on well-being, developing a holistic approach toward the diverse factors in individuals' lives that can improve well-being.

That is why the items have had to be adapted to the eudaimonic and hedonic responses in the local brands' context.

Eudaimonia is related with finding a purpose or meaning in life, growing as a person and achieving self-actualization (De Vos *et al.*, 2013). Eudaimonia relates essentially to the realization of human potential focusing on psychological well-being connected to meaningful and valuable actions (or activities), in opposition to "vulgar" pleasure-seeking (Smith and Diekmann, 2017). To analyze the definition: values should be included when measuring eudaimonia, representing the final meaning or purpose of an individual. The second important issue is individuals' growth. This should be adapted to the local brands and how they can make people grow, showing new opportunities and a new potential "life" (aspiration). This aspect includes how the brands can inspire people, making them develop a "dreamed life," growing out of the boundaries of their current personal state. Next, achievement is considered. Given the negative connotations of materialism and the difficulty of perceiving achievement using a local brand, pride has been used in this study to incorporate this part of eudaimonia. Finally, and referring to self-actualization, people need to feel some kind of engagement. Moreover, Ryff (2018) describes eudaimonia as the full development of human capacities, with it being impossible to achieve this state if the individuals gain no level of engagement, so this issue must be represented also.

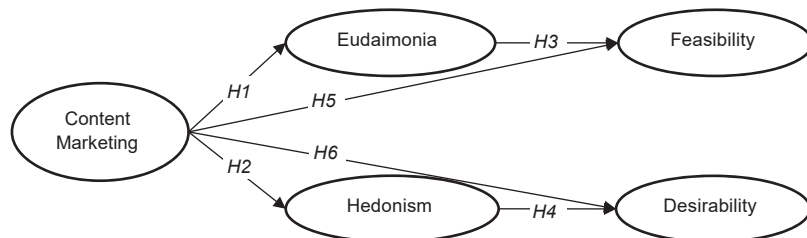


Figure 1.
Research framework

Source(s): Author's work

Feasibility must include diverse potential touchpoints: social media, websites and physical stores. Because the domain is local brands, and given that reduced presence in Facebook and Instagram were considered for social media, the use of these social media as well as visiting offline stores are included.

Desirability implies a more abstract content, referring to consumers' thinking (Oliveira *et al.*, 2020), distinguishing among the shopping-experience feelings, social feelings and inner feelings.

The CM item was adapted from the research of Loureiro *et al.* (2020). Items in the measurement scales were adapted from previous studies related to well-being and shopping behavior (Table 1). Specifically, the scale of eudaimonia and hedonism was adapted from Waterman (1993), who originally designed the scale of conceptions of happiness. Items in the measurement scale of desirability and feasibility were adapted from Su *et al.* (2021), a previous study related to well-being and tourism.

Survey measures

Data were collected through a questionnaire developed to understand how brands could develop well-being, aligning this principal aim of the research with psychographic variables separate from economic ones. A total number of 14 items composed the base for the data

Latent variables	Items
Content marketing (Park <i>et al.</i> , 2007; Loureiro <i>et al.</i> , 2020)	Useful advice The websites of the local brands offer me very useful advice
Eudaimonia (Waterman, 1993; Herziger <i>et al.</i> , 2020)	Engagement I feel engaged with local brands Pride I feel proud that I use some of the local brands Inspiration Local brands inspire me
Hedonism (Waterman, 1993)	Enjoy I enjoy going to local stores Feelings I could say I love some local brands Preference I prefer to buy in local physical stores because I like the advice they give me
Feasibility (Su <i>et al.</i> , 2021)	Facebook I follow local brands through Facebook Instagram I follow local brands through Instagram Offline I usually go to the physical local shops Websites I consult the websites of local brands
Desirability (Su <i>et al.</i> , 2021)	Shopping experience feelings I love going shopping in local stores Social feelings I feel I need to enjoy a sense of community and be part of a local group Inner feelings I love feeling happy in my local town

Source(s): Author's work

Table 1.
Measurement
scale items

collection, being split into two blocks. These items were randomly presented in the sample to avoid bias because of the order in the items' presentation. A four-point scale (1—Strongly disagree; 4—Strongly agree) was used to evaluate the items to avoid neutral answers. The middle value (3, in the 1–5 scale) was avoided as normally this value is used as a scape rout for respondents.

To develop the items, a thorough literature review was carried out for four months, using the Delphi method, with five experts in the field. The process of assessing consumer behavior and well-being requires an understanding of the factors, insights and experience with the issue (Farivar *et al.*, 2022). Therefore, approaching professional experts is an appropriate choice of method, but it is also important to understand viewpoints. Owing to these reasons, a Delphi expert survey was selected. The final developed items were backtranslated.

The questionnaire for the data collection was disseminated online, through diverse social media as well as by email. The link to the online questionnaire was also spread by the Chamber of Commerce in the area (an organization that concentrates on local brands) through its social media and also through various trade associations. Quick response (QR) codes were also developed to make it easier to reach the youngest audience. In order to attract people who are difficult to reach online, hard copies were provided in all the physical shops through the city (ensuring the adequacy of the sampling). The data collection was carried out during October and November 2021. To motivate participation, a voucher of 250 euros to be spent in the city's shops was awarded in a prize draw.

A convenience sample of 25 shoppers was used to pretest the instrument for clarity and question structure. Based on responses from this pretest, some items were rewritten to improve clarity. The final convenience sample consisted of 227 women respondents. To minimize the potential of common method bias because the use of an online survey, before participating in the survey, the anonymity of the respondents was ensured (Barta *et al.*, 2023).

Data analyses

Before data analysis, data were cleaned and checked for missing data. No missing data were identified. The normality assumption of data was met with skewness and kurtosis values for all variables between -2 and 2 (Wen *et al.*, 2020). To test the common method bias, we checked variance inflation factors (VIFs) (Lindell and Whitney, 2001; Paramita *et al.*, 2021; Podsakoff *et al.*, 2003). The occurrence of a VIF greater than 3.3 is proposed as an indication of pathological collinearity and as indicator that a model may be contaminated by common method bias (Kock, 2015). All VIFs in our inner model resulting from a full collinearity test are lower than 3.3, suggesting that common method bias did not affect the data and indicating no multicollinearity problems (Hair *et al.*, 2011) (Table 2). The correlation test reveals that Pearson's correlation coefficients were between 0.486 and 0.842 ($ps < 0.001$), indicating moderate to high correlations among latent variables (Hinkle *et al.*, 2003).

The proposed model was examined through partial least squares structural equation modeling (PLS-SEM) using the SmartPLS statistical software package, version 4. PLS-SEM was employed in this study (Ringle *et al.*, 2022).

A three-step PLS-SEM process was employed in this study to validate the models and the inner (structural) model. First, all constructs in the outer (measurement) model were assessed for the indicators' loadings, reliability and validity in the full sample of 227 respondents. Second, the structural model was tested with the path coefficients' significance, the coefficient of determination (R^2 value) and effect size (f^2), again on the full sample (Hair *et al.*, 2022). Statistical significance was determined at $p < 0.001$.

The model is composed of reflective variables, because reflective models assume that the latent variable is the reality and the measured variables are indicators of that reality. Traditionally eudaimonia (Al-okaily *et al.*, 2022) and hedonism (Kim *et al.*, 2017) have been

Constructs	Items	VIF	Content marketing and women's happiness
Content Marketing	Useful advice	1.000	
	Engagement	2.370	
Eudaimonia	Pride	2.737	
	Inspiration	2.702	
	Feelings	1.888	
Hedonism	Enjoy	1.864	
	Preference	1.885	
Feasibility	Website	1.858	
	Instagram	1.671	
	Facebook	2.215	
	Offline	1.600	
Desirability	Shopping experience feelings	1.584	
	Social feelings	2.255	
	Inner feelings	2.306	

Source(s): Author's work

Table 2.
Collinearity statistics

modeled as reflective constructs and variables such desirability and feasibility have been modeled as reflective constructs also (Su *et al.*, 2021).

Results

Demographic profile of respondents

We collected 227 responses from women. Table 3 shows the demographic profile of all respondents. The final sample consisted of women between 18 and 75 years old. In terms of education level, 52% of the whole sample had a bachelor's degree or higher.

Measurement of the outer model: scale reliabilities and validities

Descriptive analysis and confirmatory factor analysis are used to assess all scales' reliabilities and validities, as Tables 4–6 indicate. The PLS-SEM algorithm using a path-weighting scheme was run to evaluate the reliability and validity of the construct measures in the outer model. After specifying the inner and outer models in SmartPLS, the solution of the PLS-SEM algorithm is summarized in Table 4.

First, the convergent validity of the constructs was tested by examining the factor loadings and the average variance extracted (AVE). All factor loadings of the constructs were well above the minimum threshold value of 0.708 (Hair *et al.*, 2022). The value of AVE for the constructs all exceeded the minimum threshold value of 0.5, suggesting adequate convergent validity (Hair *et al.*, 2022). Internal consistency (reliability) of all the constructs was tested using composite reliability (Hoffmann and Birnbrich, 2012). The composite reliability of all constructs was well above minimum threshold value of 0.708 (Hair *et al.*, 2022).

As shown in Table 4, all the constructs' Cronbach's coefficients (ranging from 0.812 to 0.889) and the composite reliabilities indicate that each exceeds the accepted reliability threshold of 0.70 (Hair *et al.*, 2022). In addition, all the average variances extracted are greater than 0.50 cut-off (ranging from 0.638 to 0.818). Thus, all the measures demonstrate adequate reliability.

As shown in Table 5, the results provide support for the hypothesis of the study by confirming a direct link between eudaimonia and CM (0.661), therefore, it is important that the content generated by companies is aimed at inspiring and motivating individuals. And on the other hand, there is an effect of hedonism on desirability (0.788), so it seems appropriate to include the individual's enjoyable experiential content within the content generated by the

MD

	n (227)	%
<i>Age</i>		
18–34	29	13
35–40	46	20
41–45	51	22
46–54	79	35
55–75	22	10
<i>Education Level</i>		
Master's/PhD	30	13
University	88	39
Vocational training/High school	59	26
Secondary education	28	12
Primary education	17	7
<i>State</i>		
Married	116	51
Couple	50	22
Single	44	19
Divorced/separated/widower	17	8
<i>Family members</i>		
1	57	25
2	63	28
3	59	26
+4	46	20
<i>Occupation</i>		
Employed	116	51
Unemployed	28	13
Liberal profession	26	12
Entrepreneur and/or executive	36	16
Home duties	8	4
Retired	4	2
Student	4	2

Table 3.
Demographic profile
of respondents

Source(s): Author's work

Latent variable	Indicators	Outer loadings	Cronbach's alpha	Indicator reliability	Composite reliability	AVE
Eudaimonia	Engagement	0.886	0.889	0.892	0.931	0.818
	Pride	0.912				
	Inspiration	0.915				
Hedonism	Enjoy	0.862	0.827	0.828	0.897	0.743
	Feelings	0.857				
	Preference	0.867				
Feasibility	Facebook	0.853	0.812	0.826	0.875	0.638
	Instagram	0.707				
	Offline	0.796				
Desirability	Websites	0.832	0.829	0.847	0.896	0.742
	Shopping	0.857				
	experience feelings					
	Social feelings	0.862				
	Inner feelings	0.866				

Table 4.
Descriptive analysis,
correlations and
reliabilities of
measurements: results
summary for the
measurement model

Source(s): Author's work

company, since this can affect desirability in other consumers. So local brands should incorporate these aspects along their marketing campaign to move the consumer from the stage of interest to the engagement level.

What is interesting is that the coefficients between CM and desirability, eudaimonia, feasibility and hedonism show a good formative structure: 0.466, 0.661, 0.505 and 0.592, respectively.

Discriminant validity was assessed based on the correlation matrix of the constructs (Hair *et al.*, 2022). As shown in Table 6, the square roots of the AVE values calculated for each construct, reported in italicface along the diagonal, were greater than the off-diagonal elements in the corresponding rows and columns, indicating good discriminant validity. These statistics suggest that each construct is stronger in its own measurement than in another construct's measurement (Cuesta-Valiño *et al.*, 2019).

A model estimated using PLS allows us to determine the variance of the endogenous variables explained by the constructs predicting them.

Falk and Miller (1992) state that the explained variance of endogenous variables (R^2) must be greater than or equal to 0.1. For this model, the quality criteria of R^2 are shown in Figure 2. The results of the model also suggest that the dimensions explain a large amount of variance in eudaimonia, hedonism, feasibility and desirability, with R^2 values of 0.44, 0.35, 0.56 and 0.62, respectively.

Although the standardized root mean square residual (SRMR) should be below 0.1 in the PLS analysis, these types of results are viewed with caution. It is necessary to be very cautious to report and use model fit in PLS-SEM (Hair *et al.*, 2022). The proposed criteria are in their early stage of research, are not fully understood although some researchers started requesting to report these new model fit indices for PLS-SEM. SmartPLS provides them but believes that there is much more research necessary to apply them appropriately and these criteria usually should not be reported and used for the PLS-SEM results assessment (Table 7).

Structural (inner) model

A path analysis was then conducted using the bootstrapping method with 5,000 iterations of resampling to examine the significance of path coefficients, the coefficient of determination, thus R^2 value and effect size, thus f^2 (Hair *et al.*, 2022). Bootstrapping is a nonparametric procedure that allows testing of the statistical significance of various PLS-SEM results (Hair *et al.*, 2022).

	Content marketing	Eudaimonia	Hedonism
Content marketing	–	0.661	0.592
Desirability	0.466	0.202	0.788
Feasibility	0.505	0.764	0.366

Source(s): Author's work

Table 5.
Total effects (direct and indirect)

	Content marketing	Desirability	Eudaimonia	Feasibility	Hedonism
Content marketing	<i>1.000</i>				
Desirability	0.486	<i>0.861</i>			
Eudaimonia	0.661	0.720	<i>0.904</i>		
Feasibility	0.724	0.621	0.764	<i>0.799</i>	
Hedonism	0.592	0.788	0.841	0.748	<i>0.862</i>

Source(s): Author's work

Table 6.
Discriminant validity (Fornell-Larcker criterion)

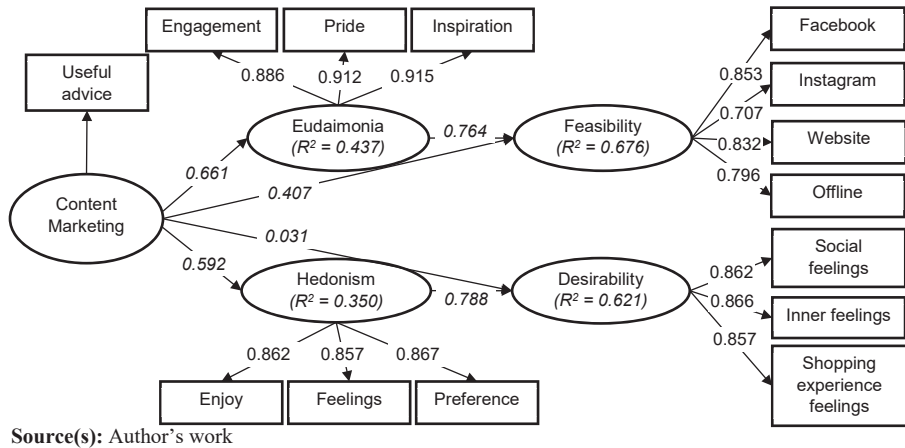


Figure 2.
PLS analysis results

	Saturated model	Estimated model
SRMR	0.080	0.210
d_ULS	0.667	4.648
d_G	0.408	0.729
Chi-square	513.323	745.875
NFI	0.785	0.687

Source(s): Author's work

Table 7.
Model fit

The results revealed that CM had a significant impact on eudaimonia and hedonism ($p < 0.001$), thereby supporting hypotheses H1 and H2. Given the effect of CM on these two aspects of consumer well-being, the value proposition of local brands must emphasize not only emotional values without an aspirational value.

Well-being had a significant impact on both feasibility and desirability ($p < 0.001$). The VIF also indicates that the sampling is adequate and unbiased. Specifically, we found congruency between hedonism and desirability and between eudaimonia and feasibility, which supports hypotheses H4 and H5. Therefore, to trigger an interaction between the consumer and the local brand, it is necessary to focus content generation campaigns through hedonism and eudaimonia.

The results revealed that CM had a direct significant impact on feasibility ($p < 0.001$), which supports the H5 hypotheses, and CM did not have a direct significant impact on desirability, as already mentioned before formulating H6, therefore it is not supported. It is also important to note that the relationship between CM and feasibility is stronger if it is moderated by eudaimonia. The relationship between CM and desirability only occurs if it is moderated by hedonism.

Overall, all the measures show satisfactory reliability and validity. The statistics suggest that the components of our measurements are reliable and internally consistent and have discriminant validity.

Discussion and conclusions

Considering the huge efforts local brands are making to invest in CM, as well as the great attention shown in the scientific literature to analyzing the effects such content has for

brands, research is still missing that is focused specifically on how CM affects consumers' happiness and its repercussion on brands. While there is much research on how CM leads to a result, this study contributes to analyzing how CM triggers desires and actions through the two components of happiness. Thus, this research shows how eudaimonia leads to action and the hedonic component of happiness impacts the generation of desires.

Key factors affecting consumer interaction with and desire for local brands have been extensively investigated over the last decade. However, it is crucial to research the grounded inner reasons enhancing consumers for this feasibility and desirability. Moreover, given the relevance of such actions on consumers', and especially women's, well-being, focusing this study on local brands will impact their future success. As a conclusion, developing knowledge about the inner determinants of feasibility and desirability will affect consumers' attitudes toward local brands. Secondly, approaching how CM can contribute to women's happiness through hedonism and eudaimonia can result in a great impact, since the rate of use of social networks among women is higher than among men (Tel *et al.*, 2022). In this sense, not only on local brands' benefits, but also on women's happiness.

Happiness is a philosophical phenomenon that has concerned human beings since the beginning of time. In fact, since the beginning of the 21st century, it has aroused the interest of researchers from more pragmatic fields, such as economics, focusing on prosperity and well-being (Mayring, 2004) and, more recently, personality and marketing (Barbosa, 2017). In particular, some serious illnesses such as depression are more prevalent in women. Across all life stages, higher proportions of women than men experience depression, in a wide range of countries and societies (Leight *et al.*, 2022).

This research also applies specifically to women, since the rate of use of social networks among women is higher than among men (Tel *et al.*, 2022), and these strengthen interpersonal relationships, enhancing happiness.

Currently there is no general agreement on the concept and measurement of happiness. However, research applied to the field of marketing considers two main concepts to track happiness – eudaimonia and hedonism (Dodge *et al.*, 2012; Huta and Ryan, 2010).

Eudaimonic well-being is related to human beings' purpose and their personal goals (Huta, 2020), while hedonic well-being is linked more to emotions and affective aspects (del Bosque and San Martín, 2008).

On the other hand, considering the huge efforts local brands are making to invest in CM, as well as the great attention shown in the scientific literature to analyzing the effects such content has for brands, research is still missing that is focused specifically on how CM affects consumers' happiness and its repercussion on brands. While there is much research on how CM leads to a result, this study contributes to analyzing how CM triggers desires and actions through the two components of happiness. Thus, this research shows how eudaimonia leads to action and the hedonic component of happiness impacts the generation of desires.

The results of this research show that CM turns out to be a crucial factor that affects both eudaimonia and hedonism, supporting hypotheses H1 and H2. This content's effect leads to women's feasibility and desirability through these two components of happiness. Indeed, eudaimonia impacts feasibility (H3) and hedonism impacts desirability (H4). Therefore, hedonic happiness linked to this emotional state converts positively and directly in the desire for local brands, while eudaimonic happiness affects interaction with the brand.

The results are congruent with previous analysis that shows how CM can allow consumers to achieve their aspirational goals (eudaimonia) (Al-okaily *et al.*, 2022). On the other hand, Zhong and Mitchell (2012) concluded that CM represents a key factor in consumers' emotional state (hedonism).

The results also show that there is a direct relationship between content marketing and the call to action for users, as various authors have shown (Cheng *et al.*, 2021; Holliman and Rowley, 2014; Malthouse *et al.*, 2013; Müller and Christandl, 2019; Rizvanović *et al.*, 2023) but

this research fills the gap on how to increase the effect of content marketing on the attitude of users. Our results show that content marketing is stronger on the attitude of consumers if it is done through eudaimonia.

The results are in accordance with [Sharma et al. \(2022\)](#) observation that the informativeness of content marketing does not have an effect on desirability. It could be due to the sector of application, mobile bank adoption in the case of the above authors and fashion industry in the present study. In view of the foregoing, brand managers need to be aware that they can enhance consumers' desirability in the fashion context through the resulting hedonism of content marketing.

Theoretical contributions and practical implications

Nowadays, customers demand information about the company's activities ([Aguirre et al., 2023](#)). To date, there is a lack of research on how brand content affects consumers' happiness. Academic literature has focused mainly on the effects of CM on brands in terms of performance or consumer attitudes, losing the trigger of happiness through eudaimonia and hedonism. At present, consumers pay special attention to local consumption, thus consuming CM generated by local brands.

This research contributes to the literature ratifying the effect of local brands' CM on happiness through eudaimonia and hedonism. Consumers, from interacting with local brands for different reasons, are directly rewarded with happiness. A future line of research, once the CM effect generated by local brands through hedonism and eudaimonia has been verified, would be to analyze the effects of CM generated by users on their own social well-being, since it is possible that the consumption of local brands it generates pride in belonging and this has an impact on this third dimension of well-being. In addition, this can influence the generation of new content by the consumer.

Moreover, there is a significant effect of CM on feasibility if such content works on consumers' eudaimonic happiness. At the same time, if the intended outcome of local brands' CM is to develop desirability, the focus should be on provoking hedonistic happiness. Happiness is therefore core to CM, transforming desires and actions.

The different types of shared content have yet to receive sufficient academic attention ([Dedeoğlu et al., 2020](#)). In order to create content, some key issues should be considered: emotional insights must be used to create desirability and aspirational insights, if the aim is feasibility.

If brands seek to generate local-purchase behavior, they should create CM that generates an eudaimonic response in consumers. This line will continue to be investigated in order to verify if, when people are motivated toward personal and aspirational goals, they manifest content-search behavior. Meanwhile, if brands aim to arouse desire in consumers and develop rewarding emotions, they should use the hedonic method. Consumers with a hedonic tendency show desire for enjoying a shopping experience and taking part in a community.

This study has focused on women, but it could be replicated to other segments differentiated by age range by generation, since there are different CM consumption behaviors across generations ([Prideaux et al., 2018](#)). In addition, the consumer's attachment to their local brands can vary cross-culturally ([Chatterjee et al., 2022](#)) and, therefore, could affect the generation of their well-being in a different way.

As for future research, though this study has focused on local brands in general, specific research could be developed covering local products in particular sectors such as clothing, handicrafts or food among others in order to check whether more CM is generated in some cases and has an impact on the happiness of consumers, even the attributes that brand content can generate behavioral intention responses ([Ballester et al., 2021](#)).

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